

Kellogg's

Z Z R Q W D O V F Y C C M R N S U G S U M Z T
X Q E V X I B J D G Z A R Z X G A T Z T M I A
W I I V M L J D M J K N J S D O M I I Z Y J R
Q R J Z F K E G E Q W C D G C R Z J W Y S Z G
R K G W X U C P H S E N D E R A O R O D W G E
H E Y B I E T R M Q A X P B R E C E I V E R T
E R S L Q F I U X R H I T V Y B N M C U L I A
V U H E S C V D B C W C R K R O L Q V C X K U
Z L A V A O E N O I S E N A M G L W F Z B G D
F Z U P I R S G U G Z Y T M K W W J Q X V O I
M S A E J S C K J A J Q S Z F C U A Z L H I E
F N R F L O A H E T B A A Q L M E D I A G Z N
N N V L B S T A K E H O L D E R S Z R M L J C
W C O M M U N I C A T I O N Y J X A Z E G X E
Z E F Z H Z Z I K B A R F Q C C A Z G S Z M X
Q M X W U I V F X F C W R G T S R J W S Q X X
I R W Q W A F L S A K I M S A Z O T Y A J D K
Y N A F J B H C F P X L H T R T X U M G G W U
P N U N B Q W W S F U Y Y W W G Q L R E L O F
E N P Q X B A R R I E R S R B E G N X J D A L

Barriers
Media
Objectives
Sender

Brands
Message
Receiver
Stakeholders

Communication
Noise
Research
Target audience