



LOGISTICS LABEL WORK GROUP
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Paris
Communication

The global language of business

www.gs1.org



COMMUNICATION

- **OBJECTIVES**

What we want to achieve? Short & Long Term

Should be attainable: SMART-Specific

- Measurable

- Achievable

- Realistic

- Time bound

Should be limited (maximum 3)





COMMUNICATION

2. TARGET AUDIENCE

Who are we communicating to ?

- CEO & Senior Officers
- Functional Manager, IT, Supply Chain, Logistic....
- Regulators, legislator

What Companies ?

- International or national
- Transport by Road, Air, Sea, Train
- Full Truck Load, Less than Truck Load, Container...





COMMUNICATION

3.MESSAGE

What we want to communicate?

- Information
- News
- Business Cases

What results we expect?

- Awareness
- Attract new members
- Retention





COMMUNICATION

4. CHANNEL

How do we want to communicate?

- Financial newspapers
- Professional publications
- Electronic newsletter
- Website
- Events.....





COMMUNICATION

5. TIME FRAME & SEQUENCE

When do we want to communicate?

Where ?

Regional

National

International





DRAFT PROPOSAL

OBJECTIVES

To be recognised as the reference concerning Standard used in truck transport.

Target:

CEO, Logistic Manager, Regulators, Legislators

Message:

Information

Expected results:

Awareness, attraction and retention

Channel

Electronic Newsletter, Website, Events

