

Matrix target group-message-media



- Planning your communication
- Bringing message, formats, channels together

Target group	Goal/ Desired effect	Key Message	Format	Medium/ channel	When
Oncologists	Inform	1-year survival rate lung cancer improved with 12% from 25% in 2016 to 37% in 2022	Article Chart Social post	Website Newsletter LinkedIn	16 Oct 2024
Policy makers / stakeholders like Pharma	Engage	New immuno and targetted therapies improve survival rates for lung cancer	Article	Website	17 Oct 2024
Public	Inform & Engage	128,000 new cancer patients by 2023; diagnosed more often early	Press release Social post	Tv/radio/papers LinkedIn with link to article	17 oct 2024
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