

Name(s) of the technique (provide as many as you can find in the doc or think of):

Keywords to define and describe the technique presented in the doc (write down keywords only, no sentences):

Strengths:

Weaknesses:

Opportunities:

Threats:

Keywords for your own opinion:

Keywords for your partner's opinion:

Think of possible extension to other products / brands / media channels / countries / objectives ...:

Name(s):	Name(s):	Name(s):
Description:	Description:	Description:
Strengths/Weaknesses:	Strengths/Weaknesses:	Strengths/Weaknesses:
Opportunities/Threats:	Opportunities/Threats:	Opportunities/Threats:
Opinion:	Opinion:	Opinion:
Extension:	Extension:	Extension: