



**GNOME™**

# **GNOME Desktop**

Communication Plan Matrix

**Author** | GNOME Marketing Team

**GNOME Foundation** Presentation of the organization responsible for the product or service to develop (GNOME).

**GNOME** Presentation of the product or service to promote.

**Analysis**

a) Caractrization of the users that usually use the cathegory of the product or service to promote. This should include the following:

- # Social Demographic Variables
- # Psicographical Variables
- # Situational Variables

b) Processing of Information: Does the target audience knows the product? How good ?

c) User degree of envolvment of product being promoted.

d) Perceptions of the user while facing the product or service, and while facing competitor products/services.

**Goals** Definition of the objectives that we aim to reach with the Communication Plan and with the actual positioning of the product (in case it exists) or eventually for the future (if the product doesn't exist or if we want to change positioning).

**Target Audience** Selection of the target audience

<b>Message</b>	Choice of the message (slogan and "elevator speech", this is the 30 seconds speech, images... videos, etc). Promote criativity.
<b>Product Mix</b>	The choosen components of Product Mix to present (specify the channels and means of communication). Objectives that every compenent intents to reach. Tactics to be adopted with them. Why. Segmentation? Define if it exists.
<b>Internal Audience</b>	Is the internal audience involved in the Plan? (contributors, artists, developers, foundation, etc, everyone GNOME related) (personal note, a small endomarketing review).
<b>Cultural Issues</b>	Cultural differences are always taken into consideration (specially if the campaign is directed to international communities or minorities). (Promote internacionalization, availability of language packs, etc)
<b>Ethical Considerations</b>	The plan should follow the ethical principals and be socially responsible (either through the communication campaign, either through the product itself or service to promote).

**Legislation**

The legislation related to the communication campaign, specially related to the product/service, is to be respected.

GNOME related, the usual philosophical and licence issues here.