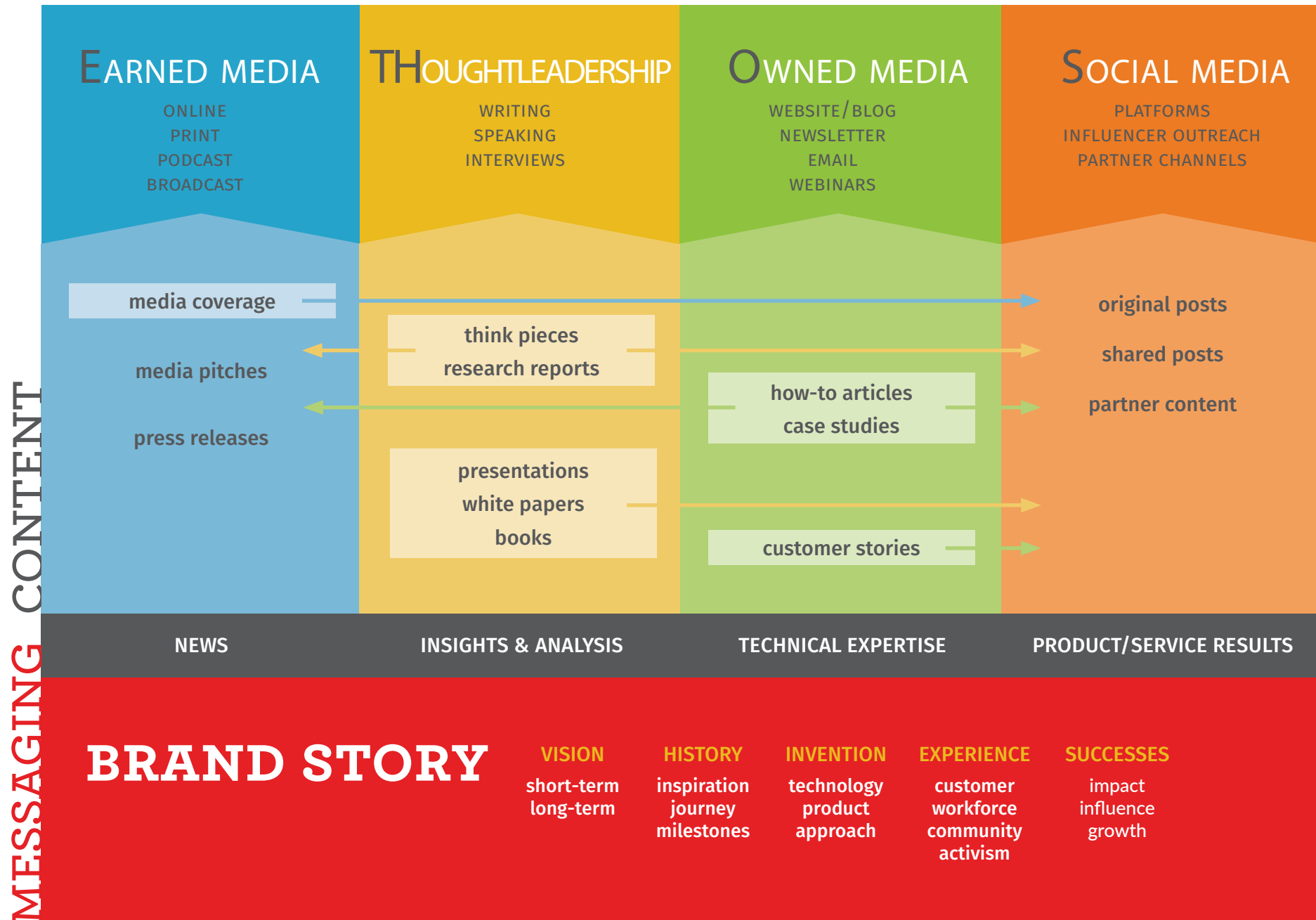


ETHOS

Thinkshift's impact PR framework



All communications are rooted in a brand story. Each type of content sits in its native channel. The arrows show how highlighted content feeds other channels. The ideal strategy integrates content and channels based on goals, strengths and