



Step 1

Choose
WHO
will do the
CU-VO
messages.

- **Executive:**
CU personality
- **Professional:**
CU-VO spokes
model

Step 2

Choose
HOW LONG
the CU-VO
messages will
run.

- **3 months:**
Two messages
- **6 months:**
Four messages
- **12 months:**
Eight messages

Step 3

Follow Up
WHO
Specifics
WHAT
Script content
WHERE
CU-VO will play
WHEN
customizing
message play