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| **Intangible concepts:**  **The THEME-PHRASE:** | |
| **Message 1**  **structure**  *Provoke*  *Relate*  *Reveal* | 1. Copy and paste here the information related to the universal concept for your theme-phrase  2. Associate a PROP (original, symbolic objects, tools etc.)  *3. Create a question that will initiate a conversation related to that message* AND/OR associate an invitation to action |
| **Message 2** |  |
| **Message 3** |  |
| **Message 4** |  |