

# dickiedesign

[creative strategy]

1. Key Fact

What is the current marketing environment for the Brand? What problems must the Brand overcome? What are leveragable (unique and motivating) aspects of the Brand? What do consumers currently believe about the Brand?
2. Communications Objective

What effect should the advertising have for the brand in relation to the market environment (e.g. create market awareness, change reinforce brand perceptions, increase purchase interest)?
3. Source of Business

From where will incremental of new sales most likely be drawn (current users, competitive users, non-users of category)?
4. Target Audience

Who is the key prospect (demographics, psychographics, attitudes and product behavior)?
5. Principal Competition

Who do you regularly sell against?
6. Promise

What single proposition about the brand should drive the advertising (the functional or emotional benefit that gives a competitive edge)?
7. Support

Which physical attributes and/or functional benefits lend credence to the promise?
8. Tone, Manner, Personality

What look should the advertising have? What feelings should the advertising project? What is the desired personality of the brand? What two characteristics impart the essence of this personality?
9. Desired Response

How do we want consumers to think and feel about the brand after seeing the advertising? How would the consumer express those thoughts and feelings?

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10 Executional Guidelines

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What elements must be included in the advertising? What other information is valuable for creative direction?