

CREATIVE STRATEGY TEMPLATE

Target

In order to create the most effective communications, you must have a clear picture of who you're talking to. Target information should include demographic information, such as female/male, age, income, education, number and age of children in household, etc. It should also include psychographic information which highlights their needs, attitudes and relationship with your product or service. Are they new or current users? Have they experienced a problem that you can solve?

Objective/Role of Advertising

It's also important to know exactly what you are trying to achieve with your marketing materials. For example: Are you trying to create a new image? Convey uniqueness or superiority? Introduce a new product? Create excitement to induce trial?

Key Benefit

This is your primary message, which will define your position in the marketplace in relation to your competition. What is your unique selling proposition (USP)? What is different about you? What kind of unique approach can you take?

Support

What are the reasons to believe that your key benefit is true? These are the features that support your benefit and give consumers a reason to buy your product or service. It's the details you would find in the body copy of an ad. List them in order of importance.

Tone

This describes the character or style of your communication, and can reflect the personality of your product or service – i.e. fun, serious, educational, sophisticated, professional, etc.

Target Response

Sometimes it can be helpful to express in consumer language the attitudes or perceptions your target currently has (before advertising) and the response you want them to have after being exposed to your communication materials – whether you're changing their mind, reinforcing a current attitude, educating them about something new, making them excited, etc. There are three areas to explore in this exercise:

Notice (physical sensations): What does the target see, hear, smell, taste or touch when experiencing your product currently? If they have never tried it – what do they think these physical sensations would be based on whatever knowledge they may have? What do you want them to notice as a result of advertising?

Believe (thoughts, reason, mental perception): What does the target believe about the product – is it high quality, is it fun for kids, is it difficult to operate, is it wholesome, etc.? How will these beliefs change as a result of advertising?

Feel (emotional response): How does the product make them feel – confident, a good parent, angry or frustrated, smart, etc.? How will they feel after viewing your message?