

The Creative Strategy

Situation Analysis

What is the opportunity and/or problem the project must address?

What are the current perceptions? Do these need to be corrected or reinforced? Is this a new product or one that has been around for a while? Where does it place with the competition?

Advertising/logo/packaging objective

What is the role of the promotion?

What exactly do we want the advertising/design to do? Are we looking to raise awareness, remind consumers, get them to make a purchase, walk into a store?

Target audience

Who are we talking to?

Provide a rich description of the target audience. What do they think or feel about the category and our brand? Why should they want what we are selling? What demographic, psychographic and media usage information will help identify the media target audience? Age, income, education level, lifestyle habits, what car do they drive, what music do they listen to? Narrow this group down as much as possible. Take it so far as to come up with a person with a name and direct your idea towards him/her.

Response desired

What is the key response we want from the promotion/product?

In consumer language, what single thing do we want people to notice, feel, or believe as a result of the ad/product? What feelings will be evoked? What will they say upon seeing the product or ad? Write an actual statement that the target audience would utter.

Primary benefit

What information or attributes are most likely to produce the key response?

Why should your target person believe you? This could be a key functional attribute or an emotional need that the brand fulfills. Avoid a “laundry list”. Primary means one.

Emotional tonality

What aspect(s) of our brand’s personality should the promotion express?

What is our personality and what aspect of it should be highlighted? Is it fun, technological, serious, edgy...? Is this a change or a reinforcement?

Single statement that defines strategy

What is the main goal of this product/advertisement?

Put into conversational language a single statement that summarizes your creative goal.

This is your driving force, your motivation and inspiration as you work to conceptualize an idea.

Mandatories

Consider any obligatory additional information, which affects the creative or media direction, for example, legal restrictions, corporate sensitivities, promotional plans, product budget, logo etc.