

A Guide to Completing a Creative Work Plan

Also known as a: Brand DNA, Creative Brief, Strategy Document, Strategy Blueprint

Introduction:

Usually answers questions for the creative team (creative director, copywriter and art director), account planner, the client, marketing and advertising managers, and the account team.

- *Why are we advertising?*
- *What makes this product or service unique? Advantages and differences over competition.*
- *Who are we talking to? Target market? For media, target audience.*
- *What do they (potential purchasers, current purchasers or users) think and feel today? What do we know about them?*
- *What is the “main takeaway” from the advertising?*
- *What is the “key statement” we want to make?*
- *What is the research or copy support?*
- *What makes it true?*
- *What will success look like?*
- Look at trends and up and coming events which can help build sales and revenue.
- Review and add legal/mandatories (legal copy).

The following can help guide you in your development of strategy:

Key Basis for Opportunity:

What single aspect of the product/service, competition, pricing, marketplace, economy or consumer behavior offers the greatest point of leverage for the advertising? What is the Unique Selling Proposition?

What is the Big Opportunity/Big Idea?

Consumer Barrier the Creative Must Overcome:

What may keep the target market and potential prospects from buying your product or service?

Creative Objective:

What must the advertising and creative materials do to overcome this creative barrier?

Principal Competition:

More than a list of brands. A definition of the market segment(s) and competitive brands that will be the source of the business. Remember segmentation, targeting and positioning. Review Product Life Cycle analysis. What will the prospects be buying, doing, thinking, if they don't “buy?” Not always other competitive brands. Sometimes habits and attitudes.

Summary of the Target Market:

A description and analysis of your Target Market.

Do you see any changes, in the short-term or long-term? These need to be analyzed.

- **People/Prospects/Purchaser (Target Market)**
 - As a marketing professional, brand manager, client or marketing manager start by connecting the dots about your potential consumers, actual consumers and users. Marketing research has come to the forefront, as organizations are tapping into customer data and consumer insights not only to better connect with their “People,” target markets/audiences, but also to develop the “right,” winning business strategies.
 - Potential and actual buyers or purchasers start with accurate, comprehensive data that works across all channels to help the company identify audience and buyer attributes to target precisely.
 - It’s your set of buyers/purchasers, which is named a “target market;” a set of buyers who share common needs or characteristics that the company decides to serve. Market targeting can be carried out at several different levels.
 - Activate these insights using all characteristics of the different segments to all of your channels.
 - A target market is a particular group of potential consumers at which a product or service is aimed. A product focusing on a specific target market contrasts sharply with one following the marketing strategy of mass marketing. In our analysis and thinking at Londre Marketing Consultants, a target audience would be a media term; target market is a marketing term.
 - Defining a target market requires market segmentation; the process of segmenting the entire market as a whole and separating it into manageable units based on:
 - **Demographics:** Demographic market segmentation is looking at the potential or actual buyer’s age, family size, race, occupation, generation, religion, gender, family lifecycle, ethnicity, nationality, income, education, social class. Demographics may be segmented into several markets to help an organization target its consumers more effectively
 - **Geographics:** Geographic segmentation is looking at nation, country, region, city, density, climate.
 - **Psychographics:** Psychographic segmentation is the science of dividing into groups on psychological and personality traits, lifestyle, or values. People in the same demographic groups may be quite different in their psychological profiles.
 - **Behavioral:** Behavioral segmentation, marketers divide potential and actual buyers into groups on the basis or knowledge of, attitude, use of or response to a product or service. User status could include occasions, nonusers, ex-users, readiness to buy and loyalty status. Could be enthusiast, traditionalist, or overwhelmed, just to name three.
 - **Technographics or technographical characteristics.** Technographic segmentation looks at skills. Computer and device savvy. Consumers may or may not have the skills to understand or use the product. Think employees here too. The reason technology skills are transitory is because they will certainly be displaced, too.
 - Segmentation is an important Marketing concept; the market segmentation process includes:

- Targeting segments in the market based on these various identified characteristics.
- Checking to see whether any of these market segments are large enough to support the organization's product or service.
- MSADA: The concept on segments. They need to be: Measurable; Substantial; Accessible; Differential/Different; Actionable
- Once a target market is chosen, the organization can develop its marketing strategies to target this market.

Key Consumer Insight:

Look at creative interpretation of all available information and research about the consumer that provides the unique, important “discovery” about the product’s positioning or the relationship the prospect has with the brand. This should be one sentence and lifted from the document. It is also called the “Big Idea” or “Main Selling Point.”

Consumer Benefit:

Not what the product is, but what the product or service will do for the prospects.

Reason Why?

The one reason the brand will deliver the benefit you promise. The differential from the competition. You or your firm do not want “Me-Too” products. Products can be priced higher and demand more (including sales and profits) if they are strategically different.

Legal/Mandatories (Legal copy):

The legal, medical, and corporate considerations, including logos and slogans. Which logos to be used? Slogans? Corporate? This is included in a creative brief or creative work plan. Look at existing or competitive advertising to see what is being used.

Updated 2022e Edition: 7/21/2022

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