

Creative Blueprint

1. **Marketing Objective:** What the client is trying to accomplish. This can be in terms of units, dollars, and a change in image, whatever. Be specific.
2. **Target Audience:** To whom are we speaking? What is their relationship to the client? If we are speaking to several targets, who is the most important? Describe the buyer / audience in detail.
3. **Current Beliefs:** What is the current mind set of the target? Is our message likely to be of great interest to our target? What do they need to know? What do they think of the product class?
4. **Desired Beliefs:** What do we want our target to think after receiving our message?
5. **Role of Communication:** Reposition, Reuse, Trial, Lead Generation, new, New Awareness, Image, Political, Sales / Traffic?
6. **Desired Response:** What do we want our target to do after receiving our message, i.e. buy more product, call our sales rep., think better of us? Respond to an offer? Perceive a need for our product? (Include address, phone, web address, etc....)
7. **Primary Message:** What is the single most important aspect of our product or service, as far as target is concerned? This is the headline, the promise. The one thing the target should get from the message even if they get nothing else. This is the HOT BUTTON for the target.
8. **Support Message(s):** In addition to the primary message, what are other selling points that should be included in the copy? These should be ranked in order of importance in case they cannot all be included.
9. **Tone/Manner:** What is the desired personality of our message? (Do we want to sound like a big corporation? Friendly? Small? Leader? Challengers? Confident? Cocky?)
10. **Mandatory:** Colors to stay away from? Corporate standards? Logo standards? Must includes (800#, dealer imprint area...)
11. **Competitor Info:** Who are they? Where are they located? What do they do better or worse? How do they market and advertise? Collect samples. (Be sure to include direct and indirect competitors.)

