

Creative Strategy

Attach to client contract.

Company Name:

Job #:

Contact Person:

Project Title:

KEY FACT(S): "What we should know"

This is background information or research pertinent to the execution of the creative. It's the frame of reference. (EX: We are testing higher benefit levels to see if they're a viable way to raise the amount of premiums paid by customers.)

OBJECTIVE: "What we want to happen"

This what we want the creative to accomplish. It's a specific communications objective, not a marketing/sales objective. (EX: To persuade customers that keeping JCPenney's supplemental AD&D coverage after the bonus period is one of the smartest decisions they'll ever make.)

TARGET AUDIENCE: "Who to sell"

This is a profile of the audience we are trying to reach. It's a demographic and/or psychographic portrait of the customer. (EX: JCPenney cardholders who have purchased AD&D insurance and are at the end of the bonus period. Average 35-50. Average income \$38K.)

POSITIONING: "How to sell"

This defines where you want to place your product or service relative to the competition or a control and how you want to be perceived by the target audience. It suggests the personality of the product or service. (EX: When tragedy strikes you need a name you can trust, you need JCPenney Life.)

PRIMARY MESSAGE: "What to sell"

This is the main benefit (not a feature) that the customer receives from the product or service. It's the unique selling point. (EX: For a very small fee, customers can have the security of knowing they are covered 100% in the event of an accident.)

COPY PLATFORM: "Why they should buy"

These are features (and benefits) that support the primary message by providing reasons why the customer should buy the product or service. It's the details you would find in the body copy. (EX: List tangible features and related benefits like the following:)

---Bonus period of 60 days, -- Average length of time in which claims are paid is two weeks. -- Low monthly premiums of \$0.00 will be billed credit card.

tone AND EXECUTION: "What's our approach"

This dictates characteristics that should be reflected in the copy and design. It's the overall style. (EX: Copy and graphics should be dignified and convey stability; the customer should come away with a sense of validation that JCPenney was the right choice. Per ATT, avoid language that implies "we know" what the customer is thinking.)

MANDATORIES: "What must be included"

These are specific copy points or design elements that must be included in the creative.

(EX: Include a paragraph (from Fred) about the stability of the JCPenney Company, i.e., number of years in business, number of policies, commitment to service and customer satisfaction This can go in the letter or in a special tip-in. See Ocean Blue issue kit for copy details.

NOTES:

THIS INFORMATION IS USED TO DEVELOP AND IMPLEMENT PROCEDURES IN CREATING THE PROJECT REQUESTED. YOU AGREE ALL INFORMATION SUBMITTED IS CORRECT.

CLIENT NAME: _____ APPROVAL SIGNATURE: _____ DATE: _____ DESIGNER APPROVAL: _____