



# CAMPAIGN STRATEGY STATEMENT

**[INSERT NAME OF PRODUCT, SERVICE, BRAND etc]**

Brief description of product, service etc to put strategy in context. No more than 1 or 2 paragraphs, but enough to help the reader understand what is to be advertised.

## **1. WHO IS THE TARGET?**

Brief lifestyle, attitudinal descriptions. Some demos, but not as important for most products. Users, heavy users, non-users, users of competitive brands? Relationship to other product / service usage?

## **2. WHERE IS THE BRAND NOW IN THE MIND OF THIS PERSON?**

They don't know the brand? They know the brand but don't use it. They prefer another brand because... they don't understand what this brand can do. They don't use the brand for enough things. Etc.

## **3. WHERE IS THE DIRECT COMPETITION IN THE MIND OF THIS PERSON?**

Same approach as above, but focus on the competing brands.

## **4. WHERE WOULD THE BRAND LIKE TO BE IN THE MIND OF THIS PERSON?**

Product is positioned as... product is best choice because... now they know product will... etc. (The ideal answer, so positive that it probably won't make believable advertising.)

## **5. WHAT IS THE CONSUMER PROMISE, THE BIG IDEA?**

State major focus of the campaign. Not a slogan or a tag line at this stage, but an idea in simple language that will serve as the basis for a tag. Brief statement that sums up what the campaign is about in a sentence.

## **6. WHAT IS THE SUPPORTING EVIDENCE?**

Draw on consumer benefits to strengthen and elaborate on what you chose in point 5. Build benefit after benefit in support of your big idea.

## **7. WHAT IS THE TONE OF VOICE FOR THE ADVERTISING?**

Decide on the appropriate tone. Warm, family values, startling, hi-tech, sobering fact, induce mild guilt, make 'em laugh, etc.