

CREATIVE WORK PLAN

To ensure that creative efforts are on target with communications objectives, it is strongly recommended that organizations complete a Creative Work Plan. This plan is the "blueprint" which can be used to anchor a comprehensive communications program, or to produce individual communication elements, such as ads, brochures, direct mail pieces, etc.

I. PRODUCT/COMPANY POSITION

A. Current Position

B. Current Market Perception

C. Desired Position

II. TARGET AUDIENCES

A. Who is the "you" we're speaking to in the communications?

B. Who actually takes responsibility for the purchase of your product or service?

C. Is there someone who is in a position to recommend (influence) purchase of the product or service? Someone who can positively influence the final decision makers?

D. Who is the user?

E. Describe the sales process for the product or service.

III. CUSTOMER/PROSPECT PROBLEM(S) THE PRODUCT SOLVES

IV. COMPETITION

V. COMMUNICATION OBJECTIVE(S)

VI. WHAT IS THE PRIMARY MESSAGE THE COMMUNICATION DELIVERABLES MUST CONVEY?

(Please state it as one concise sentence.)

VII. REASON(S) SUPPORTING THE MAIN MESSAGE

VIII. WHAT ARE THE MAIN BENEFITS OFFERED TO OUR TARGET AUDIENCE, IN ORDER OF IMPORTANCE?

IX. CALL TO ACTION

X. QUANTITIES NEEDED/BUDGET PARAMETERS

XI. PROJECT DUE DATE

XII. ADDITIONAL INFORMATION