

Creative Strategy

The Plan

The Problem

- All creative campaigns have a problem to solve
 - New product
 - Increase name recognition
 - Grow sales
 - New markets
 - Brand identification/building
 - Provide information
 - Influence decision makers

3-Point Approach

- Who or what is the competition?
- Who are the consumers or customers?
- What do we need the target audience to know, feel or understand?

Unique Selling Proposition

- What is a unique benefit or characteristic?
- What can set you apart from the competition?

Human Needs

- Popularity
- Love
- Power
- Prestige
- Family
- Health
- Joy
- Comfort
- Convenience

Brand

- How to stand out
- Personality
- Emotions

VIPS

- Visibility
- Identification
- Promise
- Simplicity