

**Client:**

**Project:**

**Date:**

**Marketing Objective**

*What is the total program supposed to accomplish?*

**Communications Objective**

*What is this particular communication supposed to get the target audience to do?*

**What Are We Selling?**

*What's the bottom line benefit? What difference does it make to our audience?*

**Rational benefit:**

**Emotional benefit:**

**To Whom Are We Selling It?**

*What's the demographic and attitudinal profile of the people we need to reach?*

**Why Should They Buy It?**

*What points support the bottom line benefits (please prioritize)?*

Rational:

Emotional

**Where Are We Selling It?**

*What's the format/environment?*

**Executional Considerations:**

*Are there any special parameters of tone, theme, budget, etc.?*