

Date:

Client:

Product:

What is needed?

(TV/press/radio campaign; one-off ad, mailer. ect)

Our target?

(age, sex, attitudes, socio-economic level)

What do we want the advertising to achieve?

(rise awareness, re-position, gain trails, etc)

The single-minded proposition?

(one short sentence)

Substantiation:

What the advertising must include:

(logos, phone numbers, dealer panel, etc)

Tone:

(authoritative, warm, informative, sophisticated, etc)