

CREATIVE INPUT DOCUMENT

SPECIFICS

Date/Time: 10/30/98 1:46 PM	Client Name: _____
Prepared By: _____	Matter Number: _____
Milestone Presentation Date: _____	Project Title: _____
Estimated Creative Budget: _____	Est. Production Budget: _____
Concept: _____ Execution: _____	Media: _____

OBJECTIVE

Why are we advertising?

What do we plan to achieve?

- | | | | |
|---|--------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Relationship-Building | <input type="checkbox"/> Retention | <input type="checkbox"/> Acquisition | <input type="checkbox"/> Loyalty |
| <input type="checkbox"/> Competitive Blocking | <input type="checkbox"/> Cross-Sell | <input type="checkbox"/> Up-Sell | <input type="checkbox"/> Lead Generation |
| <input type="checkbox"/> New Product/Package Intro. | <input type="checkbox"/> Direct Sale | <input type="checkbox"/> Awareness | <input type="checkbox"/> Trial |
| <input type="checkbox"/> Change Image Perception | <input type="checkbox"/> Other _____ | | |

TARGET

To whom are we talking?

Who is the primary target? Is there a secondary target? What is their relationship to the brand, and what do they currently think about it?

COMMUNICATION PLATFORM

What is the single most important message/idea we are trying to communicate?

What is the unique selling position that will help us achieve our advertising goal? Are there any secondary messages?

What is the key benefit to the target?

What's in it for the reader?

Is there an offer/call to action?

What are we offering the target to persuade him/her to act now? (A premium, sweepstakes, limited-time offer, free information, or something else?)

What would we like our target to think?

What would our target say after being exposed to our program?