

C. Detailed Outline

I. Key business problems and business/marketing objectives

Business context: The pain point that the brand is facing, including revenue loss, decreasing brand health, the loss in market share, etc.

Example: (Please note that you have to look for data/ interviews/social listening to confirm your statement)

- Vaseline is now a key player in the Personal Care segment of Hand & Body, but the segment was historically dominated by whitening locally “mixed” cream (aka kem trộn). Lotions entered the market as a safer way to take care of and brighten body skin. However, what constrains this expansion is that Despite their desire to improve their skin's health, women often find that the stickiness of body lotion is the primary impediment to regular use. Additionally, unlike "kem trộn", body lotion requires prolonged and consistent application to yield noticeable results
- Dove - Real Beauty (2004): While the Dove Campaign for Real Beauty was widely celebrated for challenging beauty norms, it faced criticisms and downsides:
 - + Mixed Messages: Some critics argued that while Dove promoted body positivity, other Unilever ads (like those for Axe/Lynx) contradicted this message by objectifying women.
 - + Commercialization of Body Positivity: The campaign was seen by some as a way to commercialise and profit from the body positivity movement without contributing to meaningful social change.

Marketing/Campaign Objective: Once you have figured out the Business Problem, you could precisely state the campaign objectives to directly help the brand solve their problem.

Tip: Follow SMART framework for setting well-defined objectives for a marketing campaign

Example 1:

- Increase brand awareness among 18-35 year old women in 2 major cities of Vietnam from 10% to 25% within 6 months.
- Achieve 100,000 video views for our new product launch social media campaign within 1 month post-launch through paid and organic reach.
- Boost website traffic from search engines by 40% within a year, increasing average monthly visitors from 100,000 to 140,000
- Achieve 25% increase in new customer acquisitions within 1 year of rebranding and ad campaign launch

II. Target Audience / Customer Persona

Example: [Dove's True Beauty Campaign](#)

Segment		Target customers
Demographic	Age	Women of all ages, Men: 18-34 years old.
	Income	Spans across various income brackets.
	Gender	Women and Men, primarily targeted women.
	Occupation	All careers
Psychographic	Personality traits	Individuals valuing authenticity and self-acceptance
	Lifestyles	Centred around inner beauty and confidence
	Social class	The campaign did not explicitly target a specific social class
Behavioural	Occasions	Dove's approach created a space for public debate about feminised beauty ideals, leading to an increased engagement with the brand
	Benefit sought	Dove managed to improve people's self-esteem and helped them identify themselves with the beauty of regular people.
	User status	Dove aligns itself with people who are into feminist ideals and receive widespread praise for its progressive actions.
Media Behavioral	Interest	Broaden the conventional standards of beauty.
Geographic	Density	High
	Area	Global reach

III. Consumer insights

These insights identify the deeper motivations, pain points and values that drive consumer behaviour.

IV. Big Idea

A big idea for a marketing campaign can be expanded to include additional elements like:

- Key message: The core brand positioning or value proposition that headline conveys
- Tagline: A memorable phrase associated with the brand
- Hashtags: Branded hashtags used to tie together social media content and create a dialogue with consumers.
- Tone of Voice: The style and emotional tone used across branded content and campaigns.

- Visual Identity: Colours, fonts, imagery that visually represent the big idea

Example: Campaign: Dove - Real Beauty (2004)

- Key Message: The campaign's key message is to create a world where beauty is a source of confidence, not anxiety.
- Tagline: While the campaign has had various taglines, one central to its mission has been "Real Beauty".
- Tone of Voice: The campaign maintains an inclusive, authentic, and empowering tone, aiming to celebrate the natural physical variation of women's bodies.
- Visual Identity: Dove's visual identity in this campaign is characterised by the use of real women of diverse shapes, sizes, and ethnicities, as opposed to professional models, to challenge traditional beauty stereotypes.

V. Campaign Content Framework

The frameworks capture at least 2 themes derived from the consumer insights and big ideas. The content offers proof points and compelling stories relevant to each theme for sharing across channels.

Example:

	Campaign Name - ĐI KHOẺ ĂN NGON			
Social Approach	Enjoy the Unexpected Travel with Grab Local Food and Grab Dax (Regardless the unexpected thing can happen, Grab Local and Grab Dax still facilitate you to enjoy the journey)			
Comm Obj	become TOM brand to use the transportation and delivery needs			
Activities Obj	Trigger by the fun of unexpected travel	Diversify the unexpected moment		
Key hook	Impactful KOL/CELEB + Instagram Story + Tiktok reels	Travel Specialist: + Tiktok video	Trendy content creator: + Tiktok video	Foreigner: + Tiktok video
Inject	Local dax: Appear on the way from airport to city, recommend the food local gem books Local food: appear when travellers ask about local food			
Platform	Instagram + tiktok			

Explanation to each terms:

1. Social approach:

Enjoy The Unexpected Travel with Grab Local Food and Local Dax: This is the overarching theme of the campaign, which focuses on providing a unique and unexpected travel experience by incorporating local food.

2. Comm Objective:

Become TOM brand to use for transportation and delivery needs: Indicating the goal is to make the brand the first one that comes to mind for consumers when they think of transportation and delivery.

3. Activities Obj:

- Triggered by the fun of unexpected travel: Activities under this campaign aim to capture the excitement and spontaneity associated with travel.
- Diversify the unexpected moment: This suggests the intention to create a variety of unexpected, memorable experiences for the traveller.

4. Key Hook: create engaging content that resonates with the target audience.

5. Grab Inject

- Local tax: Refers to the local taxi service that travellers can use to move around the city.
- Local food: Suggests that when travellers ask about local food, the campaign will recommend local eats.

6. Platform: The campaign will primarily utilise these social media platforms

How to make such similar content framework like Grab's, you must:

- Define your campaign objectives and goals clearly.
- Identify and understand your target audience and their interests.
- Develop key messaging hooks that align with your audience's values and interests.
- Create a content delivery strategy with a mix of content types and themes.
- Choose the right channels and platforms where your audience is most active.
- Plan your content calendar to ensure consistent and timely content delivery.
- Implement measurement and analytics tools to track the success of your campaign and adjust the strategy as needed.

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VI. Execution

A typical content pillar structure may have 3-4 phases based on client's objectives:

Each pillar represents a stage in the buyer's journey. Content supports consumers along the path, addressing key questions and concerns at each phase.

	Phase 1 Awareness	Phase 2 Trigger	Phase 3 Engage	Phase 4 Amplify
Timeline				
Objective				
Message				
Key Assets				
Supporting tactics				
Content				

Distribution				
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VII. Budget Plan

- Identify all potential costs involved with executing on the strategies and tactics proposed. This may include things like: advertising, production, media buy, printing, promotions, events, etc.

	January			February		
	Budget	Actual	Balance	Budget	Actual	Balance
Acquisition	5000\$	2000\$	3000\$			
Creative and Studio	3000\$	3600\$	-600\$			
Content Marketing and SEO	500\$	550\$	-50\$			
PR and Events	500\$	550\$	-50\$			
Research and Tools	500\$	550\$	-50\$			
Team	2000\$	1000\$	1000\$			
Website and Infrastructure	500\$	300\$	200\$			

- Build in appropriate contingencies and buffers - I'd recommend 10-20% extra - for any potential unforeseen expenses.

VIII. KPIs and metrics

- Use segmented metrics by channel, audience, content type etc. for deeper insights.
- Set specific, measurable targets for each KPI to quantify desired outcomes.

Example:

- Website Traffic** - Growth in unique visitors, page views, time on site
- Lead Generation** - Number of new leads captured through campaign landing pages and forms
- Engagement Rate** - Likes, shares, comments and overall engagement across social media
- Click Through Rate** - Ratio of clicks on call-to-action buttons or links compared to impressions
- Cost Per Acquisition** - Advertising spend divided by the number of conversions/purchases

A. TIPS & TRICKS

Tip 1: How to develop consumer insight and big ideas for a marketing campaign?

a. Consumer Insight

- Do not write data, graphics, observation, research findings, trends, they are not Insight, they are Observation. But they will help us find the Insight: Data + Observation = Insight
- Insight most commonly used format: The WHY behind the WHAT

Example: WHAT (Observation): People often store Heinz bottle upside down when it nearly empty
WHY (Insight): People want to get every last drop out of the bottle so that they can get the best value of money

How to know insight would solve the customers' pain points:

- Validation: Validate the insight through customer feedback, surveys, or focus groups to ensure it resonates with the target audience and addresses their specific concerns.
 - Relevance: Check if the insight is relevant to the customer's needs and if it aligns with their values and lifestyle.
 - Observation: Monitor customer behaviour for changes when exposed to the campaign. Increased engagement or conversions can indicate that the insight is effective.
 - Feedback Loop: Keep a channel open for customer feedback and monitor social media and review sites to gauge customer sentiment and satisfaction.
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- Analyse social listening data to identify trends, themes, and conversations around your brand/industry. Uncover unmet needs that your brand could uniquely satisfy.
 - Look for emotional triggers and barriers that motivate or deter purchase behaviour.
 - Examine pain points in the purchase journey and find ways to simplify.
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- #### **b. Big Idea**
- Find a compelling way to articulate what makes your brand special.
 - Make the idea memorable, simple, and concise enough to stick.
 - Align the idea with your brand values, personality, and positioning.

Tip 2: How to develop content aligned to the master campaign themes?

Suggested thinking flow: What is your objective in this phase? → What key assets/content could deliver that objective? → Channels/Tactics to effectively achieve the results

Suggested channels/tactics:

- Immersive Content - Videos, virtual experiences, games, quizzes, contests that fully engage users.
- Magnetic Content - Reviews, testimonials, influencer posts that attract and connect with audiences.
- Practical Content - Educational articles, how-tos, tips that provide functional value.
- Smart Content - Industry reports, stats, thought leadership that reveal expertise.

Tip 3: Presentation

- Use client brand colours and visuals for custom, professional look and especially when pitching to a client, can leave a positive impression.
- Develop a compelling story focused on client needs
- Concise content, visually appealing graphics