

# CREATIVE INPUT DOCUMENT

## SPECIFICS

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

## 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?