* Who is the ad talking to
  + Our three target markets based on our pricing structure: individuals, education, and teams & enterprises
* what is the one main thing we want to say?"
  + Our new product is for everyone at every skill level
* What's the big picture?
  + Our new product has received mixed reviews by specific markets
    - Individuals: feel left out
    - Education: like it
    - Teams & enterprises: like it
* What's going on in the market?
  + Competitive: Open source alternatives (e.g. Gimp.org); increased P2P sharing. Cloud software business model (e.g. http://www.infoworld.com/t/cloud-computing/9-trends-2014-and-beyond-230099
* Anything happening on the client side that the creative team should know about?
  + Our product was recently hacked (October 4 2013) and customer information stolen (2.9 million clients), passwords, names, credit card numbers, including the source code of Adobe’s software (Wikipedia)
* Any opportunities or problems in the market?
* **Example:** 
  + This is a test campaign to a selection of Citibank customers. We want them to try Citibank's new "CitiClick" - which is available as an app and a widget - that makes online purchases easier and more secure - and we've got a $1 pizza offer to get them started.
* **My Paragraph**