



Realm Advertising

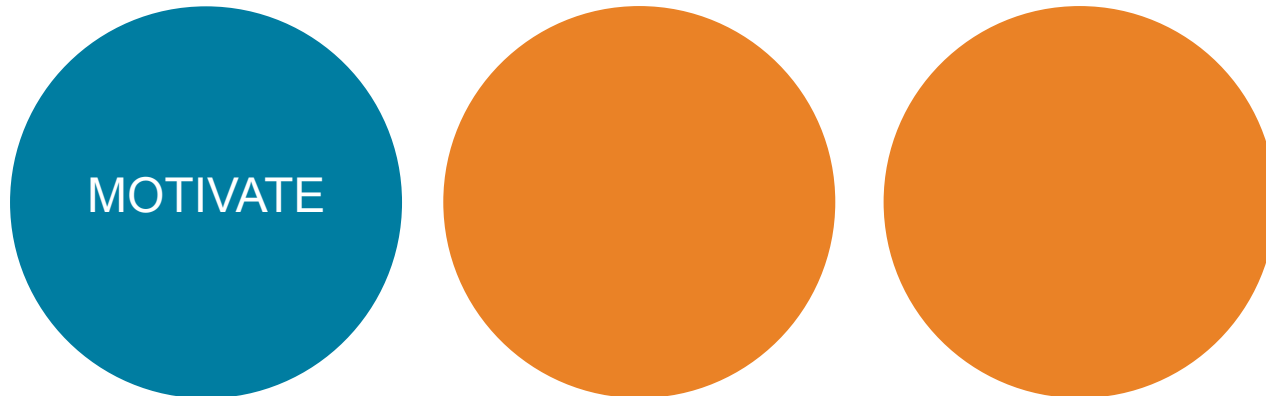
Creative Fabrication: Building a Better Idea.

February 17, 2014

WHY should we use this tool?

- To create and capture more effective ideas for communications.
Time is money and your time is expensive.
- To engage audiences effectively and guarantee we provide meaningful and valued experiences/information. *Keep them coming back for more.*
- Today there are more choices of activities, products and services than ever before. *With more targeted and personal communications, you will set a precedent that you are wanting to satisfy their wants and needs.*

Setting the mood for creativity.



Setting the mood for creativity.



Setting the mood for creativity.



The Creative Framework Tool

Audience demographics

Where do they live? Play?

TARGET

Who are you targeting audience. Be specific in short phrases.

What do they care about and why?

What activities best illustrate these people?

THE FACTS

What are the key facts about location, client or reason for event?

FE

What are k

Use small but descriptive phrases

Example:

Locals: 16-22, Single, still live at home, primarily male and are brand conscious. Listen to country music, like pickup trucks and rodeos.

The Creative Framework Tool

Interesting facts
about location.

Historical? Or not.

TARGET

Who are you targeting audience. Be specific in short phrases.

Locals: 16-22, Single, still live at home, primarily male and are brand conscious. Listen to country music, like pickup trucks and rodeos.

Locals: 27-55, married with kids, live in same town they grew up in. Like country music and a slower paced lifestyle. Work in trades.

Locals: 40-65, married or widowed, live in same town they grew up. Work in agricultural industry. Know how to use their hands to make things. Like country music and a slower-paced lifestyle.

Weekend Travelers from ATL Suburb: 20s-60s, looking for local events/ attractions with authentic culture and activities. Professionals.

THE FACTS

What are the key facts about location, client or reason for event?

What are the most memorable and appealing aspects of the location?

Use small but descriptive phrases

Example:

Historic downtown area,
population under 18,500

The Creative Framework Tool

What are some of the positive features of this event?

THE FACTS

What are the key facts about location, client or reason for event?

Historic downtown area, population under 18,500.

Known for many varieties of apples grown and sold there.

Bluegrass and country music is prevalent here.

People are proud of their towns heritage, 1832, many Civil War battles fought here.

Great camping and hiking.

Very clean and well maintained.

Ellijay is known as the "Apple Capital" in Georgia

FEATURE/BENEFIT

What are key features and how does that benefit audience?

How will these features benefit event audiences?

Use small but descriptive phrases

Example:

Small-quaint country town/
relaxed venue with warm
and welcoming locals

The Creative Framework Tool

What is the message you want an event recipient to take away?

FEATURE/BENEFIT

What are key features and how does that benefit audience?

Small-quaint country town/relaxed venue with warm and welcoming locals

45 minutes north of Atlanta/easy access for a weekend activity

Great local shops and galleries/adds to the allure of a small town festival

Close to various activities in the Blue Ridge Mountains; MTB, Hiking and Canoeing/promote an entire weekend getaway to the mountains of North Georgia/Elijay area.

MESSAGE/OBJECTIVE

What message do you want to communicate or what goal to achieve?

What would be the ideal final result?

Use small but descriptive phrases

Example:

(M) Come to the Apple Festival

The Creative Framework Tool

FEATURE/BENEFIT

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Live music stage/offers a different spin on the apple focus of the festival and spans age categories

MESSAGE/OBJECTIVE

What message do you want to communicate or what goal to achieve?

(M) Come to the Apple Festival

(M) Enjoy the Apple Festival

(M) Try lots of apples, all in one place

(M) Pick your own apples

(M) Come for the apples, stay for the music

(O) Bring a friend and a neighbor or two

(O) Make it an annual tradition

(M) Georgia's Apple Festival

(M/O) Come early. Stay late.

(M/O) Biggest Apple Festival in Georgia

Pulling out the threads

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Who are you targeting audience. Be specific in short phrases.

Locals: 16-22, Single, still live at home, primarily male and are brand conscious. Listen to country music, like pickup trucks and rodeos.

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Weekend Travelers from ATL suburb:

20s-60s, looking for local events/attractions with authentic culture and activities. Professionals.

Weekend Adventurer:

20-50s, looking for outdoor adventures and attractions. Cyclists and motorcyclists.

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Weaving the threads into an organized approach

General: Ellijay is known as the "Apple Capital" in Georgia, Biggest Apple Festival in Georgia, many varieties of apples

	Targets In order of importance	The Facts	Features/Benefits	Message/Objective
#1	Weekend Travelers from ATL Suburb: 20s-60s, Looking for local events/attractions with authentic culture and activities. Professionals.	Historic downtown area, under 18,500 in population Very clean and well maintained.	Small-quiet country town /Relaxed venue with warm and welcoming locals 45 minutes North of Atlanta /Easy access for a weekend activity Great local shops and galleries /adds to the allure of a small town festival	(O) Make it an annual tradition (M/O) It's more than just apples. Come and see for yourself
#2	Weekend Adventurer: 20-50s, looking for outdoor adventures and attractions. Cyclists and motorcyclists	Great camping and hiking Some of the best motorcycling, cycling roads in the southeast. Great MTB trails too.	Close to various activities in the Blue Ridge Mountains; MTB, Hiking and Canoeing /promote an entire weekend getaway into the mountains of North Georgia/Ellijay area.	(M/O) Come early. Stay late. (O) Bring a friend and a neighbor or two
#3	Locals: 27-65, married with kids, live in same town they grew up in. Agricultural industry. Know how to make things. Like country music and a slower paced lifestyle. Work in trades.	Bluegrass and country music is prevalent here. People are proud of their towns heritage, 1832, many Civil War Battles fought here	Live music stage /offers a different spin on the apple focus of the festival and spans age categories	(M) Come for the apples, stay for the music

Weaving the threads into an organized approach


General: Ellijay is known as the “Apple Capital” in Georgia, Biggest Apple Festival in Georgia, many varieties of apples

	Targets In order of importance	The Facts	Features/Benefits	Message/Objective
#1	The Weekend Traveler. Looking for an “easy-to-get-to”, small town event with diverse and culturally engaging activities.			
#2	The Weekend Adventurer. Looking for a combo-experience that incorporates many possible activities they already participate in.			
#3	The Locals. People that live in the area. Embody the personality and charm of the event – celebrate all its core values.			

Now lets apply
what you've learned.

Pick one of the samples provided and get started.

***Remember.* Quantity is most important at first.**



Your creative solutions are only
as good as the information and
thinking you start with.

Do the work up-front. It will pay dividends later.



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Thank You

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