

AD STRATEGY WORKSHEET

Product (or Service)

STEP 1

Main purpose

What is the desired result of your campaign?

Audience

What are the demographics, psychographics, and behavioral attributes of your primary audience? Your most profitable audience?

Primary benefit

What is the main reason people would buy this product?

1 – 3 secondary benefits

What FABs (Features, Advantages, or Benefits) are unique or important aspects of your product?

Weaknesses (SWOT)

What will your audience have to overcome in order to take desired action?

Your product's competition

Consider competing brands of the same product, and also entirely different products your audience might spend on. For example, instead of buying competing brands of coffee makers, consumers might go out for coffee, instead.

Audience Reaction

What awareness, interest, desire, or action do you hope to provoke?

(AIDA) How will this be documented? (Increased sales, more visits to website, better survey results, etc.)

Brand alignment

What are the connotations of your campaign, in light of the company's personality? In terms of what the target audience might respond to?

USP (Unique Selling Proposition)

You can have more than one USP, but you must have one solid USP!

Explain why a prospective customer should work with you instead of your competitors. A good USP is only rarely a slogan for the company.

Dollar Shave Club: razor blades don't need to be overly complicated, so as a result these are much cheaper and still do a great job.

Domino's Pizza – "fresh, hot pizza delivered to your door in 30 minutes or less — or it's free."

SiriusXM – "180+ channels, commercial-free music"

Write out the USP for your product:

STEP 2

Sketch out 25+ concepts (headlines/ thumbnails) based on Step 1

STEP 3

Develop THREE DIFFERENT campaigns. For each, sketch out three online ads and one print ad. These should indicate (not laboriously draw) copy and visuals.

Alite Designs

Alite creates moderately priced outdoor equipment that opens up the market to people intimidated by the outdoors: 25 to 35 year old city dwellers.

Alite Designs' camp chairs, backpacks, sleeping bags, etc., are no-frills products emphasizing simplicity, light weight, and ease of use. (The company has gear for more advanced users that is sold under a different brand.)

Founded in 2009, the company is headquartered in San Francisco and has one retail store there. The store sells their own designs and items by other manufacturers. Alite goods are sold at REI, on Amazon, and other outlets. Their beach bags are manufactured in house.

One journalist noted, "Hipster camping gear tends to be retro, whimsical and functional with a touch of attitude. Not everyone wants to pay top dollar for high-tech equipment."

Alite Designs has built a loyal following around SF, and would like to increase brand awareness prior to summer 2017. Their immediate goal is to increase subscribers to its newsletter, which periodically offers discount coupons.

Building on Alite's existing logo, website, etc., create an ad campaign that conveys the company's spirit and identifies it as a outdoor equipment seller. You may or may not choose to feature or depict specific Alite products in your campaign.

(three 300 x 50 pixel banner ads, one 8" x 10" print ad)