

<h2>Product/Brand Name</h2>	<h2>People: Target Market Description</h2> <p>Who are the people you wish to help?</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Demographics</li> <li><input type="checkbox"/> Psychographics</li> <li><input type="checkbox"/> Geographic's</li> <li><input type="checkbox"/> Usage Rate/State</li> <li><input type="checkbox"/> Benefits Sought</li> </ul>	<h2>Problem</h2> <p>What is the problem the customer/user experiences that you are trying to help them solve?</p> <h2>User Story</h2> <p>As a &lt;role/user&gt; _____</p> <p>I want &lt;feature&gt; _____</p> <p>So that &lt;benefit&gt; _____</p>															
<h2>Purpose</h2> <p>What is the brands' purpose (mission) or dream? Describe as concisely as possible their "Why".</p>	<h2>Positioning Statement</h2> <p>Is it truly different from the competition &amp; valuable to the customer? Do you provide evidence to support your Point of Difference?</p> <table border="1"> <tr> <td>For</td> <td>• Describe the Customer</td> </tr> <tr> <td>Who</td> <td>• Describe their Pain/Problem</td> </tr> <tr> <td>Brand</td> <td>• Describe your Brand/Product/Service</td> </tr> <tr> <td>Is the Only</td> <td>• Describe Product Category</td> </tr> <tr> <td>That</td> <td>• Describe Point of Difference (POD)</td> </tr> <tr> <td>Unlike</td> <td>• Name the Competition</td> </tr> <tr> <td>Because</td> <td>• Describe Proof for POD</td> </tr> </table>		For	• Describe the Customer	Who	• Describe their Pain/Problem	Brand	• Describe your Brand/Product/Service	Is the Only	• Describe Product Category	That	• Describe Point of Difference (POD)	Unlike	• Name the Competition	Because	• Describe Proof for POD	<h2>Potential: Communication Objective(s)</h2> <p>Include a numerical target and a due date to achieve target</p> <ul style="list-style-type: none"> <li>• Increase Awareness?</li> <li>• Increase Knowledge: Educate &amp; Inform?</li> <li>• Increase Liking?</li> <li>• Increase Preference?</li> <li>• Increase Purchase Intent?</li> <li>• Stimulate Trial?</li> </ul> 
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<h2>Product/Brand/MKTG Mix</h2> <ul style="list-style-type: none"> <li><input type="checkbox"/> Features (Physical features of the product that provide the benefit) _____</li> <li><input type="checkbox"/> Advantages (Intellectual advantages of the product that provide the benefit) _____</li> <li><input type="checkbox"/> Benefits: (Emotional benefit of the product that user/customer ultimately seeks) _____</li> </ul>	<h2>Persuasion: Tagline or Campaign Theme</h2> <p>Tagline that captures the most important product benefit. Seven words or less is the most effective for Recall.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Melts in your mouth not in your hands</li> <li><input type="checkbox"/> Just Do It</li> <li><input type="checkbox"/> A Diamond is Forever</li> </ul>																
<h2>Product Value Proposition</h2> <p>We help &lt;user/customer&gt; _____</p> <p>Do &lt;solve problem/get benefit&gt; _____</p> <p>By doing/providing &lt;feature&gt; _____</p>	<table border="1"> <tr> <td data-bbox="1069 1491 1609 1784"> <h2>Communication Objective(s)</h2> <p>Choose applicable CO from the list in CO Box above.</p> </td> <td data-bbox="1609 1491 2017 1784"> <h2>Achieved Thru</h2> </td> <td data-bbox="2017 1491 3014 1784"> <h2>Message Strategy Method</h2> <p>Describe the message strategy method used to achieve the CO.</p> </td> </tr> </table>			<h2>Communication Objective(s)</h2> <p>Choose applicable CO from the list in CO Box above.</p>	<h2>Achieved Thru</h2>	<h2>Message Strategy Method</h2> <p>Describe the message strategy method used to achieve the CO.</p>											
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<h2>Type of MSM</h2> <ul style="list-style-type: none"> <li><input type="checkbox"/> Repetition of Slogan/Jingle</li> <li><input type="checkbox"/> Unique Selling Proposition</li> <li><input type="checkbox"/> Humor, Feel Good, Sex Appeal, Music, etc.</li> <li><input type="checkbox"/> Reason Why, Image Ads, Demonstration, etc.</li> <li><input type="checkbox"/> Direct Response methods</li> </ul>																	

## Layout of Core Creative Concept

*Sketch the layout of the core concept of the creative in this Canvas.*

SAMPLE