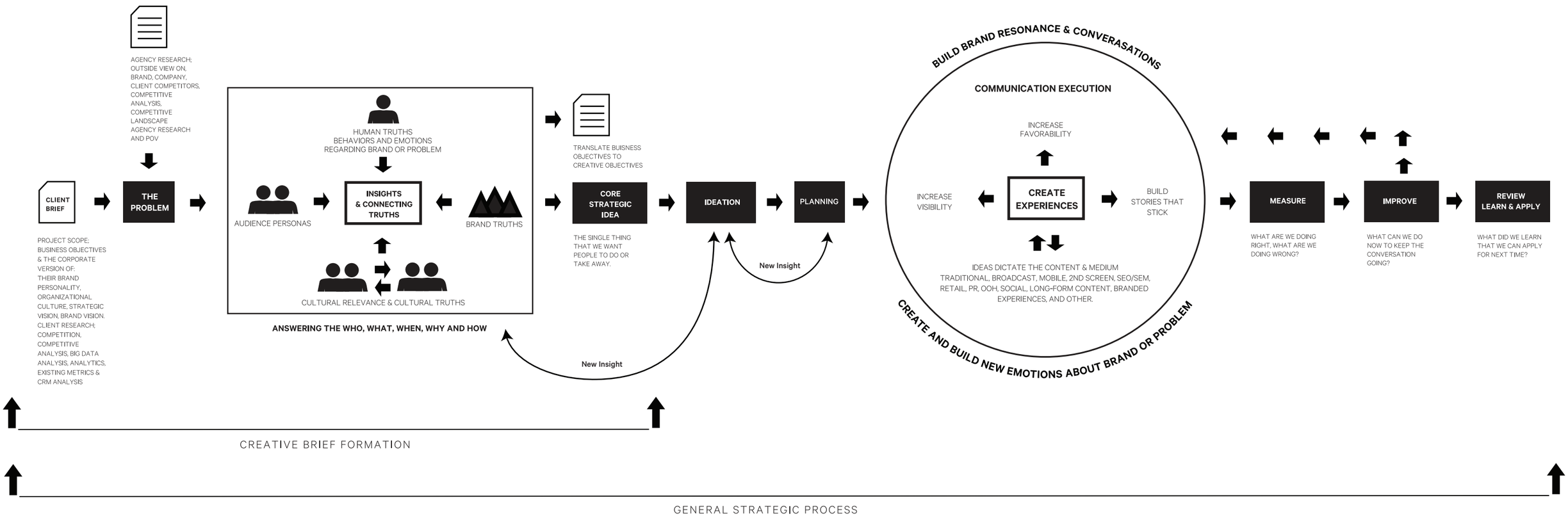
AGENCY RESEARCH; OUTSIDE VIEW ON, BRAND, COMPANY, CLIENT COMPETITORS, COMPETITIVE ANALYSIS, COMPETITIVE LANDSCAPE AGENCY RESEARCH AND POV
CLIENT BRIEF
THE PROBLEM
PROJECT SCOPE; BUSINESS OBJECTIVES & THE CORPORATE VERSION OF: THEIR BRAND PERSONALITY, ORGANIZATIONAL CULTURE, STRATEGIC VISION, BRAND VISION. CLIENT RESEARCH; COMPETITION, COMPETITIVE ANALYSIS, BIG DATA ANALYSIS, ANALYTICS, EXISTING METRICS & CRM ANALYSIS
HUMAN TRUTHS BEHAVIORS AND EMOTIONS REGARDING BRAND OR PROBLEM
AUDIENCE PERSONAS
INSIGHTS & CONNECTING TRUTHS
BRAND TRUTHS
CULTURAL RELEVANCE & CULTURAL TRUTHS
ANSWERING THE WHO, WHAT, WHEN, WHY AND HOW
TRANSLATE BUISNESS OBJECTIVES TO CREATIVE OBJECTIVES
CORE STRATEGIC IDEA
THE SINGLE THING THAT WE WANT PEOPLE TO DO OR TAKE AWAY.
IDEATION
PLANNING
New Insight
New Insight
BUILD BRAND RESONANCE & CONVERASATIONS
COMMUNICATION EXECUTION
INCREASE FAVORABILITY
INCREASE VISIBILITY
CREATE EXPERIENCES
BUILD STORIES THAT STICK
IDEAS DICTATE THE CONTENT & MEDIUM TRADITIONAL, BROADCAST, MOBILE, 2ND SCREEN, SEO/SEM, RETAIL, PR, OOH, SOCIAL, LONG-FORM CONTENT, BRANDED EXPERIENCES, AND OTHER.
CREATE AND BUILD NEW EMOTIONS ABOUT BRAND OR PROBLEM
MEASURE
WHAT ARE WE DOING RIGHT, WHAT ARE WE DOING WRONG?
IMPROVE
WHAT CAN WE DO NOW TO KEEP THE CONVERSATION GOING?
REVIEW LEARN & APPLY
WHAT DID WE LEARN THAT WE CAN APPLY FOR NEXT TIME?
CREATIVE BRIEF FORMATION
GENERAL STRATEGIC PROCESS