

TO: Lauraine O'Neil
Office of Communications
MP 14
Phone: 972-883-4427 Fax: 972-883-6526
Email: Lauraine.oneil@utdallas.edu

FROM:

_____	_____
Name	Department
_____	_____
Phone	Fax
_____	_____
Email	Project Name

OVERALL OBJECTIVE: _____

MAIN MESSAGE TO COMMUNICATE: _____

ADVERTISING MEDIUM (ad, direct mail, radio, etc.): _____

TARGET MARKET: _____

TARGET AUDIENCE (end user, decision maker): _____

FEATURES / BENEFITS TO TARGET AUDIENCE (in order of importance):

1. _____
2. _____
3. _____
4. _____
5. _____

WHAT BASIC HUMAN EMOTIONAL URGE OR DESIRE COULD THE SELLING MESSAGE FOR THIS PRODUCT / SERVICE BE AIMED AT?

WHAT PRACTICAL DESIRES WILL THIS TYPE OF PRODUCT / SERVICE SATISFY?

WHAT IMPORTANT PROBLEM (TO THE PROSPECT) WILL THIS TYPE OF PRODUCT / SERVICE SOLVE?

WHAT IS THE PROSPECT SUPPOSED TO DO IN RESPONSE TO THIS COMMUNICATION, I.E., WHAT IS THE CALL TO ACTION?

WHAT SPECIFIC OBJECTIVE IS THIS COMMUNICATION EXPECTED TO ACCOMPLISH?

STATE THE PROMISE. WHAT WILL BE THE PROSPECTS' REWARD?

WHAT IS THE ONE STRONG SELLING IDEA, WHICH DISTINGUISHES THIS PRODUCT / SERVICE FROM ITS COMPETITION OR CONTRIBUTES ADDED VALUE?

WHO IS THE COMPETITION?

OTHER INFORMATION:
