

Sample Creative Work Plan

Project:

Date:

Job Title:

**Project
Manager:**

Job Number:

**Project
Due Date:**

**Current Situation
(Key Fact):**

A one-to-two sentence description that defines the problem or opportunity. It should describe the relevant events or conditions in the market place.

**Consumer
Problem:**

This is what's on the prospect's mind – it is the obstacle that must be overcome in order for us to achieve our advertising objective. It is what the consumer needs and is something that advertising can influence.

**Assignment
(Advertising
Objective):**

This is what we want to accomplish with our advertising – it's how we want the customers/prospects to respond and/or act. It must solve the consumer problem.

**Marketing
Objective:**

This is your objective for advertising – It must be solved by the advertising objective.

Marketing Strategy

**Product
Positioning:**

This is the general description of how the development is / should be positioned in the minds of the customers. It's a characterization of what makes your development worth choosing.

Target Audience:

This is how we define our prospects in terms of who they are:

- Demographics
- Affinity groups (associations)
- Relationship to development
 1. New versus existing prospects
 2. User/decision maker/buyer/influencer
- Segments

Competition:

This is a description of all that you're up against

Direct competition – details competitors and competitor activities

Indirect competition – other choices (out of category)

Creative Strategy

This is the primary reason why the prospect will want to choose your development over all others. It is the significant benefit that only your development provides is the unique selling proposition

**Main Idea(s) to Communicate:
(Features/Benefits/
Reasons Why)**

This is why the benefit is truly beneficial to the prospect – it is how the prospect can envision the benefit to them. It is the solution to the Consumer Problem.

Call to Action:

This is exactly what/how we want the prospect to respond.

**Creative Considerations/
Background Information:**

Any/all other related information that should be considered in the creative process that otherwise does not fit in the previous sections. Typically, it is a review of market conditions/activity leading up to the Key Fact.

Net Impression:

The “Wow” statement, this is the consumer takeaway – the prevailing thought of how the Consumer problem is overcome in the consumer’s mind.

Mandatory/Legal Requirements:

The complete list of everything that must be included with the communication

**Deliverables/
Schedule:**

Quantity/ Budget: