Please include the following in your copy platform:

What do you want your campaign to do?
- Launch a new product or service?
- Increase awareness of an old product or service?
- Accomplish some combination of above, such as inform the public of a new service from an old provider?

Determine your target market. Who are you trying to reach? Consider demographics and psychographics.

What is the big idea? What must you convey to your target market?

If this is an old product or service, where are you now in the minds of your prospects? If it is a new product or service, how does the prospect feel or what does he think of what comes closest? For example, if you want to open a French restaurant, what does the prospect think of the other ethnic restaurants available in the area?

Determine who your competition is. Where are they in the minds of the prospects?

Where would you like to be in the minds of your prospects? Please be specific. Don’t tell me that your restaurant will be perceived as the coolest in town. That doesn’t mean enough. Avoid value statements in this section. Avoid superlatives. Avoid words like coolest, best, finest. Tell me instead, for example, that your restaurant will be seen as the first choice for business lunches; or that your restaurant serves the only fresh escargot in Northwest Arkansas.

How can you get there? Which leads to the next question . . .

What is your key selling attribute?

How do you plan to communicate this key selling attribute?

What do you want the target to do? That is, do you want them to feel a certain way? Or do you want them to be more informed than they were before they saw your ad? Do you want them to do something? Like maybe call for samples? Write their congressman? Use the two-for-one coupon in the paper?

What will the tone of the advertising be? Your answer to this question should be informed by your choice of target market. You can choose such tones as warm, colloquial, businesslike, high tech, threatening . . . there are a zillion tones. And you must pick just one. Remember: never offend your target. And never lose sight of your key selling attribute.

Where do you plan to advertise? You must choose at least one radio, at least one TV, at least one magazine and at least one newspaper. You must also choose one other advertising outlet.

Please include:

strategy type (generic, preemptive, USP, brand image, positioning, resonance, affective) Why?
target market (by age, gender, else?)
ad type (product, image, institutional)
Maslovian level (physiological, safety, love & belonging, self-esteem, self-actualization, curiosity, aesthetics)
Know/feel/do (cognitive, affective, conative) Why?
Following is a rough outline of what to include in your copy platform. You may vary from this format if you like. If you feel that you cannot get your point across without further explanation, please feel free to turn in a paper or a text file with your Power Point file.

I. Product, store or service name
   A. nature of product
   B. location (if store) or outlet (if product or service)

II. Campaign goal
   A. What do you want this campaign to do?
   B. Launch a new product?
      1. (Ex.: Currently, 4% of surveyed cola drinkers have heard of Bug Juice cola. We want to triple that percentage in one year.)
   C. Increase awareness of existing product?
      1. (Ex.: We want to quadruple sales of our product within two years.)

III. Who is your target? Why have you chosen this target?
   A. Target suggests product. Marketer sees market opening, creates product to fill it.
      1. (Ex.: Our research shows us that in homes where there are children 8-14, the children make the brand decisions concerning soda brands. The name and increased sugar level of Bug Juice cola will make us first choice among our target market.)
   B. Product suggests target. Existing product seeks target market.
      1. (Ex.: Over 50% of children under 12 drink the same soft drink their parents do. This product provides an opportunity to sell children a product that’s “just for them.”)
   C. Describe this person by age and gender. Demographics
   D. By lifestyle. Psychographics

IV. Where are you now in the mind of this person?
   A. Bug Juice cola is receiving favorable name recognition during Saturday morning advertising.

V. Who is your competition?
   A. Coca-Cola, Mountain Dew.

VI. Where is your competition in the mind of this person?
   A. Coca-Cola appears stodgy and establishment. Mountain Dew is favorably regarded, but is not a cola.

VII. Where would you like to be in the mind of this person?
   A. As we appropriated 18-24’s one-world idealism with the Fruitopia line, we now want to appropriate Mountain Dew’s market of excitement-seeking youth. We want to be the cola of choice among 8-14-year-olds.

VIII. What do you want this person to know, feel or do? (cognitive/affective/conative model)
   A. We want him to feel excitement when he sees the Bug Juice label.
   B. We want him to call 1-800-555-1212.

IX. What is the product’s key attribute? What is your key selling idea?
   A. We are the antiestablishment cola.

X. What is the evidence supporting this key attribute?
   A. Colorful, distinctive label. Deep-pocketed parent company has research to demonstrate that product placement and label design can propel this impulse product to the top of the category within the target market.

XI. How will you communicate your key attribute to this person?
   A. Brand image strategy. Maximum sugar for the maximum rush!
   B. Loud, just shy of obnoxious, rebellious.
   C. your advertising strategy
   D. tone of voice of the advertising

XII. How will you tie your ads together?
   A. What will distinguish your ads from the millions of other ads?

XIII. Preliminary idea for logo, motto or slogan.
I. Product, store or service name
   A. nature of product
   B. location (if store) or outlet (if product or service)

II. Campaign goal
   A. What do you want this campaign to do?
   B. Launch a new product?
      1. (Ex.: Currently, only 17% of gardeners realize that hybrid tomatoes don’t taste as good as heirloom types. We want to change that perception.)
   C. Increase awareness of existing product?
      1. (Ex.: We want to quadruple sales of Heirloom Seeds tomato line within two years.)

III. Who is your target? Why have you chosen this target?
   A. Target suggests product. Marketer sees market opening, creates product to fill it.
      1. (Ex.: The demographic of 55+ Americans is going into gardening in a big way. In 1997, over 40% of this demographic was gardening. We hope to capitalize on this emergent market.)
   B. Product suggests target. Existing product seeks target market.
      1. (Ex.: Over 50% of persons 55+ do some amount of gardening. Most of these grow tomatoes. Heirloom Seeds offers no-hybrid tomato seeds, unchanged since the 1920s. Our tomatoes taste like the ones our target remembers from his childhood.)
   C. Describe this person by age and gender. Demographics
   D. By lifestyle. Psychographics

IV. Where are you now in the mind of this person?

V. Who is your competition?
   A. Other mail-order seed companies: Gurney, Burpee

VI. Where is your competition in the mind of this person?
   A. Both are reputable, forward-looking companies, offering the latest hybrids as well as established varieties.

VII. Where would you like to be in the mind of this person?
   A. We want to own the position of supplier of undulterated, non-hybridized, long-established varieties.

VIII. What do you want this person to know, feel or do? (cognitive/affective/conative model) [Pick one. You don’t have to do all three.]
   A. We want him to feel a childhood resonance with the memory of the taste of the tomatoes from Grandma’s garden.
   B. We want him to know that Heirloom Seeds tomato varieties have stood the test of time.
   C. We want him to call 1-800-555-1212.

IX. What is the product’s key attribute? What is your key selling idea?
   A. Heirloom varieties taste the same way every time you grow them. They always grow the way they should, with no unpredictable results or yields.

X. What is the evidence supporting this key attribute?
   A. Careful greenhouse cultivation since 1923. Family business with stable reputation.

XI. How will you communicate your key attribute to this person?
   A. Product positioning with resonance strategy. Remember how they used to taste? They can taste that good again.
   B. Down-home tone, lemonade summer.
   C. your advertising strategy
   D. tone of voice of the advertising

XII. How will you tie your ads together?
   A. What will distinguish your ads from the millions of other ads?

XIII. Preliminary idea for logo, motto or slogan.