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The Strategic Message Scheduler The Strategic Message Planner (SMP) helps create a, clear strategic message that is at the heart of a successful announcement. You need to complete an SMP before you start considering the most creative aspects of your ad. If you start planning your ad before developing your ad's strategic message, your creative ideas can dissect your vision of what the strategic message really should be. -- Strategic writing. Marsh, Guth and Short. Allyn & Bacon 2005. Modify score: 104 An SMP consists of summarizing the research or drawing conclusions in 10 areas: Customer and product. What is the product? What is the product made of? Who and what did the product do? Target audience. Paint a demographic and pyrographic picture of the target. Specify a well-defined target audience. When creating strategic messages, one size does not fit all. Benefits of the product. The benefits are a product feature that appeals to the interests of the ad's target audience. Current brand image. Avoid wishing to think. Paint a true picture of how others view the brand. Desired brand image. What is the image you want to have of the brand/product? Direct competitors and brand images. Name the leading products in the brand/ product category. Indirect competitors and brand images. These competitors are in a product category other than your brand, but they can still maintain the goal of adopting your brand or product. Advertising objective. What do you want to accomplish with this ad? Which audience do you want to attract to? What behavior do you want to encourage? Strategic message. This is the only clear message (topic) of the ad. It's not a slogan. It is the completion of this question: Target audience, you should buy/use this product because _____. Make sure your strategic message is unique. You don't have to make a claim that a competitor can also make. Keep in hand when you advertise the same product to different audiences, your strategic message will change. Support benefits. Also known as the outlets, these are the bits of information included in the ad to support the claim made in the strategic message. This information comes from strategic writing: multimedia writing for PUBLIC RELATIONS, advertising, sales and marketing, and business communication. Charles Marsh, David Guth and Bonnie Poovey Short. Allyn and Bacon. ^ a 1 8.0 8.1 8.2 8.3 8.4 8.4 8.4 8.6 8.6 8.6 8.6 8.6 8.6 8, Back to online course package Last Updated Jun 16, 2005 Thank you for your participation! Thank you for your participation!

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