connections process strategic preparation creative execution Goals Goals **Audience-centered** Who? approach What's in it for me? **Identify prospects**, specifiers, "influence" people, trade allies/vendors, regulators, neighbors, employees and others **Brainstorming** Leading to the birth of the "Big Idea" What? Your unique selling proposition (USP) Illumination **Craft concepts: Attention Interest Desire Action (AIDA)** Where? **Exploit media strengths** Audiences' favorite, most relied upon Repetition and brand consistency information sources across media When? Validation The ideal time to launch a campaign Is it concise, memorable, benefitoriented, frequent and distinctly unique?



Distribution vechicle(s)

Print, broadcast, online...



189 Ward Hill Avenue, Ward Hill, MA 01835-6973 Voice: 978.374.1900 + Facsimile: 978.379.8480 www.cocoboston.com

Why?

Your emotional, operational, financial or

problem-solving benefits