

## PRODUCT ANALYSIS

- product type?
  - seasonal product
  - new product
  - existing product

1

## POSITIONING

- budget for research?
  - market research
  - competitive analysis
  - consumer behavior research
- target market?
- position/differentiator?

2

## PROMISE

- message/tagline?
  - define mission
  - define vision
  - define promise

3

## PRESENTATION

- presentation budget?
- visual communication?
  - external
  - internal
- communication channel?
  - viral/new media
  - MCM
  - publicity/public relations
  - training materials
  - direct contact
- marketing time table?

4

## PERCEPTION

- research budget?
  - level of awareness
  - consumer research
    - focus group
    - blind testing

6

## PERSISTENCE

- message consistency management
- communication channel management
  - follow marketing time table

5

