

# Strategy Worksheet:

PRODUCT: \_\_\_\_\_

PRODUCT DESCRIPTION: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TARGET CUSTOMER: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PRODUCT BENEFIT(S): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CONSUMER BENEFIT(S): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SUPPORT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

STONE OF ADVERTISING: \_\_\_\_\_  
\_\_\_\_\_

BRAND CHARACTER: \_\_\_\_\_  
\_\_\_\_\_

ADVERTISING THEME IDEAS:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MISC: \_\_\_\_\_  
\_\_\_\_\_