

# Communications Planning Overview

## What do we need to be successful?

Develop and implement an integrated communications planning approach across all brands to affect 2020 and beyond. In addition, it is critical to ...

## As a general principle, move from:

1. AAA to BBB resources
2. CCC to DDD systems
3. EEE to FFF process
4. GGG to HHH constituents
5. III to JJJ communities

## Current State:

- Comms planning is ...
- Briefs are ...
- No consistent AAA in place
- Brand briefs should be ...
- Lack of clear ...
- Overwhelming amount ...

## Current Needs:

- Develop comms model to ...
- Define role and deliverables ...
- Define role and cadence of ...
- Prioritize simplicity while ...
- Must provide ...

## Why is this important?

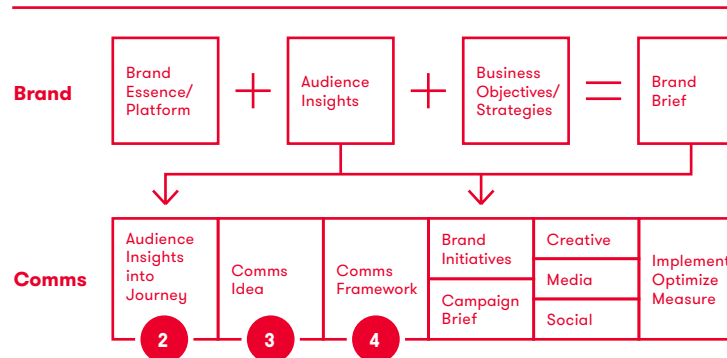
The world has changed and conventional communications models have not kept pace. There is an opportunity to develop a customized communications planning model that is custom to XXX based on a consumer-focused, data-led, approach to ideas and channels that connect our brands with communities in a modern, simple, collaborative way.

## 1 Master Communications Process

### Priority Segments

- Strategic Audience
- Current Users
- Media Target
- Competitive Target

- What is the state of my business?
- Who is growing/declining my business?
- How do buyers relate to my business/ what else are they buying?
- Who drives my business?
- Where do they spend their time?



## 2a Category Decision Journey Framework

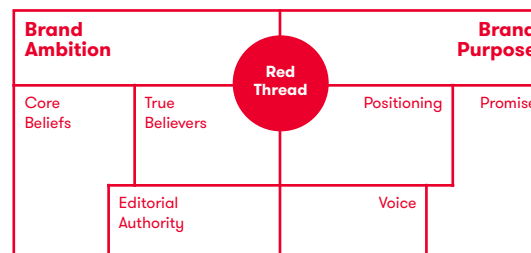
See It	Want It	Buy It	Share It
Media Social POP	Media Social POP	Work Home On-The-Go	WOM Social In-Person
When and where do they see it? What touchpoints are the current and future consumers using?	What retailers are buyers going to vs strategic target?	Where is purchase occurring and with whom?	Where, when and why to share and are they an influencer?

We see an opportunity to blend category framework with specific brand research.

## 2b Decision Journey

Message							
Triggers & Timing	Trigger	→	Trigger	→	Trigger	→	Trigger
Notes & Goals							
Desired Outcome							
Comms Touchpoints							

## 3 Communications Idea



## Partner Operating Principles

- "Big picture" sessions
- Consistent, scheduled feedback
- Clear and enforced roles

## 4a Responsibility of the Communications Framework

Blends Brand Brief, Audience Deep Dive (+CDJ), the Big Idea and Moments into a Communications Delivery Framework (CDF).

- Inspires the mechanics of all executions
- Amplifies the big idea for creative
- Defines barriers and tasks
- Should inspire ideas, channels, technology and owned media in new ways

Leads to high value creative media partnerships and ideas by leveraging the power of uniting message and delivery through a data-led, consumer lens.

## 4b Communications Framework

True Believer			
Insight			
Communications Strategic Idea			
Creative Partnerships			

# Communications Planning Overview

A

## Clear Responsibilities + Timelines

### Brand Initiatives\*

Audience Insights	Creative Platform	Comms Plan
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### HVA/Moments Refresh

Creative Execution	Implement
Media Plan	

Owner	C/B/M	C	M	C/M	C/B/M
Shelf Life	6 mo	3 yrs/1 yr	3 mo	Ongoing	Ongoing
Timing	2-4 wks	2-4 wks	1-2 wks	4-8 wks	Ongoing

**C=Creative Partner**

**B=Brand**

**M=Media Partner**

\*Brand Initiatives to include insight refresh as appropriate for campaign.

B

## Briefs

Drive efficiency and consistency by fine-tuning the overall briefing process.

### Brief Basics

- Master Brief
- Campaign Brief
- Custom Template
- Ask questions
- Headline first
- Edit and simplify
- Make it sharable
- Collective Briefs

Brief

Client Name

Job Number

Project Name

Red Thread

The Context : What jobs are the client doing for the campaign?

The Push : What is the campaign's business focus and what brand's role within it? What other activities are we planning?

The Mission : What is the briefing asking to achieve the campaign? Can we lead the industry by creating more visibility?

The Core Idea : What is the campaign's strategy and how is it going to be a differentiator for our client?

The Future : What does success look like and how might we get there? How can we anticipate future customer perceptions of the brand?

What are the messages, headlines and actions that go beyond advertising itself?

C

## Consistent Language + Definition

Critical for streamlining efforts and workflow.

Stage	Name	Definition
AAA	Business Objective	An objective XXX
AAA	Consumer Journey	
AAA	Media Audience	
BBB	Strategic Target	
BBB	Data Fuse	
BBB	Design Target	
BBB	Big Idea	
CCC	Timing	
CCC	Touchpoint Map	
CCC	Communications Strategy	
CCC	Barriers	
CCC	Tasks	
CCC	Communications Task	
CCC	Channel	
CCC	Activation	
CCC	Planning Target	
CCC	Buying Target(s)	