ON TARGET

Planning Tree See the big picture. Using a planning tree provides you an organized, well-ordered approach to visualizing and planning communications strategies, tactics and programs.

Mission Statement

Who we are, what we're doing and where we're going

Secondary — **Research** — **Primary**

Focus groups, mail, existing, consumer and trade issues, copy appeals

Positioning

How we want to be perceived by customers and trade

Creative Platform

How we will appeal to the needs of the consumer and trade

Target Audience

Consumer — **Demographics**

Trade — **Demographics**

Strategies

> Focus on market needs, our products, our strengths and our goals

Tactics

> Media that best reaches our prospects

Programs

> Programs that encourage action by our prospects

Evaluation

> Did our programs help us reach our goals? Could we have done it better?

Tactics Available

Media

- Newspaper
- Magazine
- Radio
- TV
- Outdoor
- Direct mail
- Collateral
- Transit
- Internet

Promotion

- Special events
- Merchandising
- Special discounts
- Continuity programs
- Co-op
- Contests
- Partnering
- Internet

Publicity

- Press releases
- Press kit
- Newsletter
- Develop publications list
- Panel discussions, Conferences, Seminars, White papers, Application
- Education
- Internet/Web site
- Feature stories
- Social/ hospitality Ev.
- Speakers' bureau
- Annual public progress reports
- Public service announcements

+ BRANDED PROMOTIONAL PRODUCTS
+ Wearables + Calendars + Writing
+ Electronics + Drinkware + Office

+ MARKETING / ADVERTISING
+ Planning + Strategy + Promotion
+ Concepts + Design + Copy

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