

Client/Client contact information:

Project:

Prepared by:

Date:

1. Intended (target) audience(s).

Who are we engaging with (The more precise and detailed the better)?

2. Behavioral objective(s)

What do you want your intended audiences to do?

3. Barriers

What beliefs, cultural practices, social norms, misinformation, etc. are barriers to your audience doing that?

4. Benefits

What are the benefits that the audience will experience doing that, from the audience's point of view?

5. Support Statements/Reasons Why

Include the reasons the benefits outweigh the barriers and why the behavior you are promoting is beneficial. These statements often become key messages.

6. Tone

What *feeling* or *personality* should your communication have? Should it be authoritative, light, emotional...?

8. Opportunities

In what other ways might the creative be used?

9. Creative Considerations

Should the creative/content be in more than one language? What words or phrases should be used/avoided? URLs of comparable Web site features. Other considerations?