

**Godfrey**

Date: X/X/09

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# Creative *Workplan*

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**Client:**

**Job No. / Project Title:**

**Prepared by:**

**Deadline:**

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**Situation:**

What is the reason for the ad / program / campaign?  
Internal and external influences?

**Product or Service:**

Describe the offering presented.

**Differentials:**

What is new, unique and exciting about this offering? What about it sets it apart from the competition?

**Benefit(s):**

List all significant product or service benefits.

**Target Audience:**

Who represents the best potential purchasers or specifiers and what drives their decision?

**Single Most Important Idea to Communicate:**

State in a brief sentence what message will have the most appeal to the target audience and will distinguish the product and brand.

**Means of Distribution:**

How will this message be communicated to the target audience in terms of format and media type?

**Call to Action:**

What specific action would you like the target audience to take?

**Marketing Objective or Pyramid Dynamics:**

After seeing the ad / program / campaign, what message or information do you want the reader to retain?

**Addendums, Considerations and Terms of Engagement:**

Include all documentation and materials relevant to this project.