

## CREATIVE STRATEGY

Client Company Name

Website Makeover

September 26, 2015

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### Industry landscape

A one- or two-sentence distillation of the current industry/marketing situation or environment.

### Client Company's challenge(s)

A one- or two-sentence distillation of the Client Company's foremost marketing challenge(s)?

### What site visitor/client problem must the website solve?

A precise definition, written from the site visitor/client perspective (not the Client Company's perspective). What problems are they facing?

### What is the objective of the website?

This flows from the definition of the site visitor/client problem.

**What is the most important benefit, promise, and/or offer?**

Must be strong enough to overcome the problem and meet the objective.

**What facts support this benefit, promise, and/or offer?**

Should be a list of examples; if additional information is needed, provide as an attachment.

**Who are we talking to?**

Provide psychographics, in addition to demographics, to the extent they are known or can be intuited.

**Who or what are we competing with?**

Products and services, as well as companies and internal competitors, if there are any.

**What should the tone of the site be?**

Describe with a series of adjectives. Be as specific, concrete, and evocative as possible.

**Are there any mandatories we must account for in the site?**

Is there anything we must deal with, officially (such as logo size/placement/fonts/color palette, etc.) or unofficially (Client Company culture perks or quirks)?

**Are the goals realistic?**

Can the website get all messages across. Is this the best solution?

**Approvals:**

**Account** \_\_\_\_\_

**Creative** \_\_\_\_\_

**Client** \_\_\_\_\_