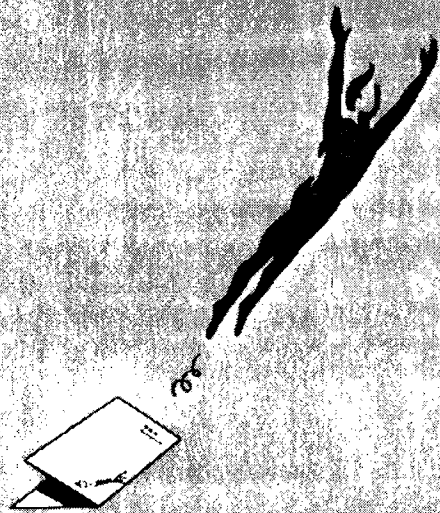


DDB The Springboard Approach

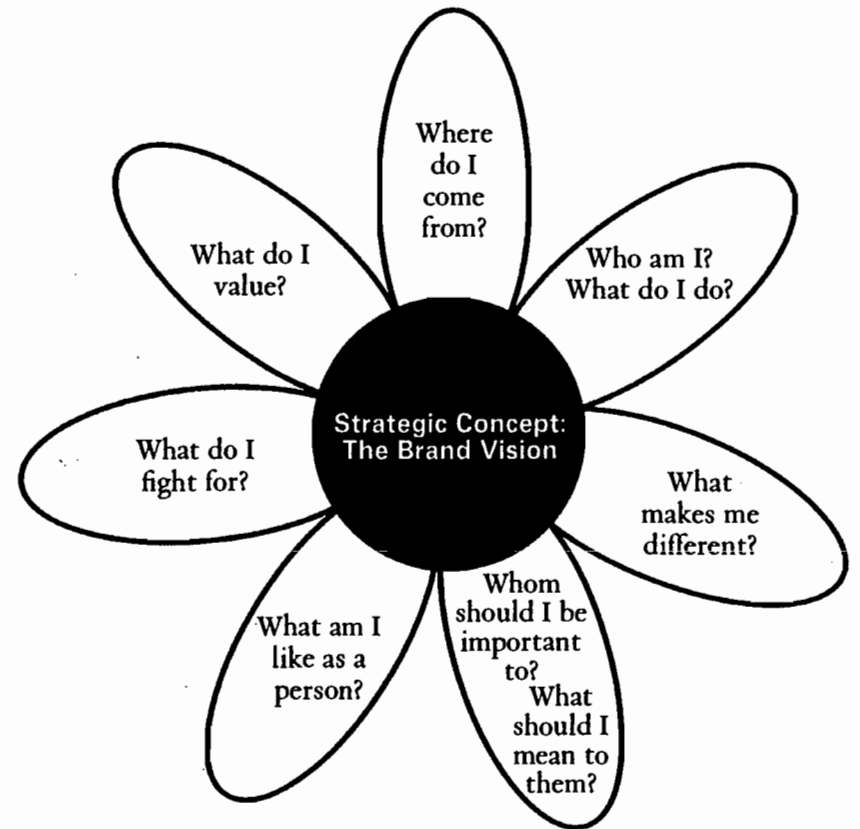
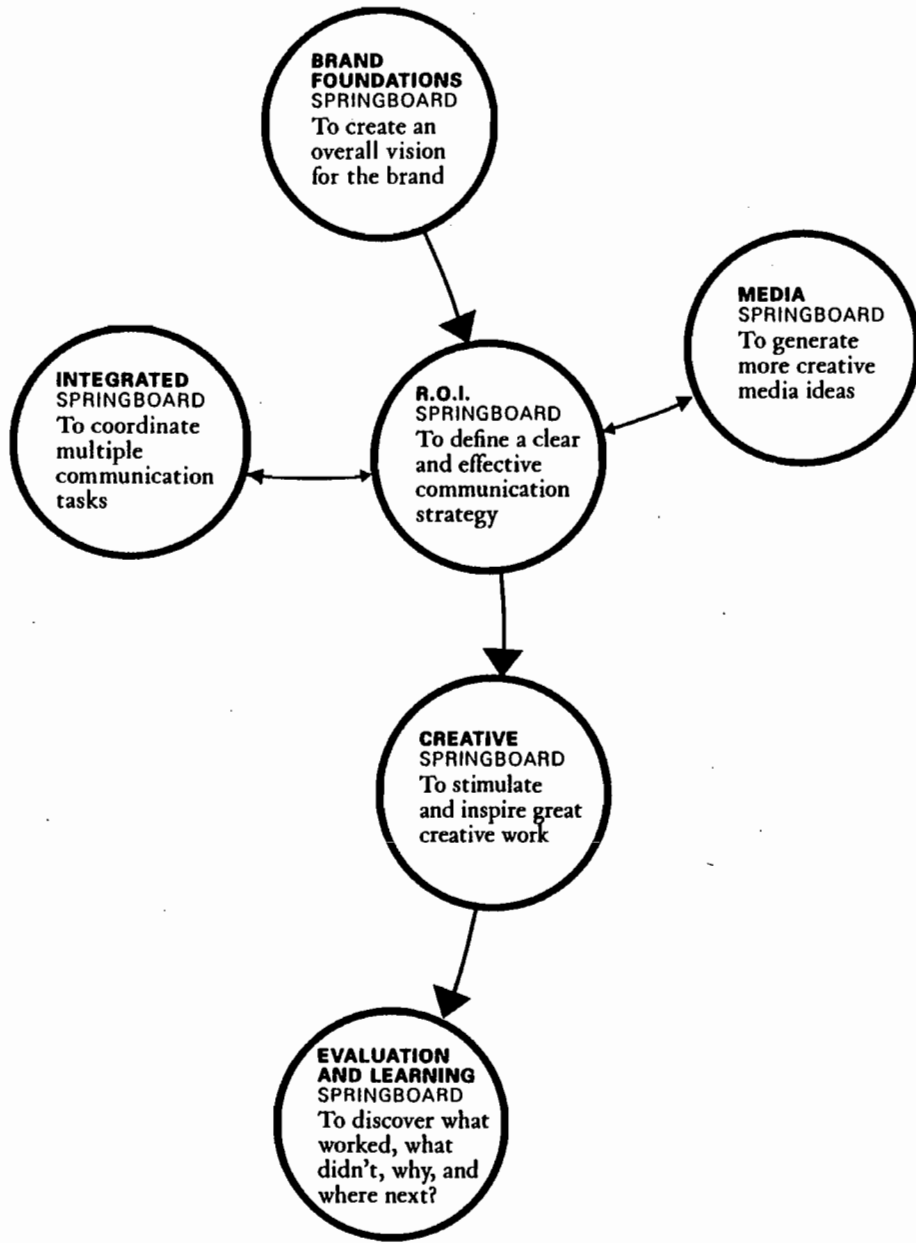


We Are Enemies of the Ordinary



BRAND FOUNDATIONS SPRINGBOARD

A strategic process to reposition a brand, involving client and agency.





ROI SPRINGBOARD

Key questions to find the most effective strategy for any communication.

1. What is the ultimate (business) objective we want to contribute to?

2. Whom do we want to communicate with?

What do we know about them?
Their lives?
Their relationship to the product, and to the brand?

3. What action do we want them to take?

Instead of what?
What are the barriers that may stop them from doing it?

4. What reward will motivate them to take that action?

And how can we make them believe in this?

5. When and where will this message be most effective?

6. What tone and style is the right one for the brand, and for this communication?

7. What is the Key Insight in this strategy?

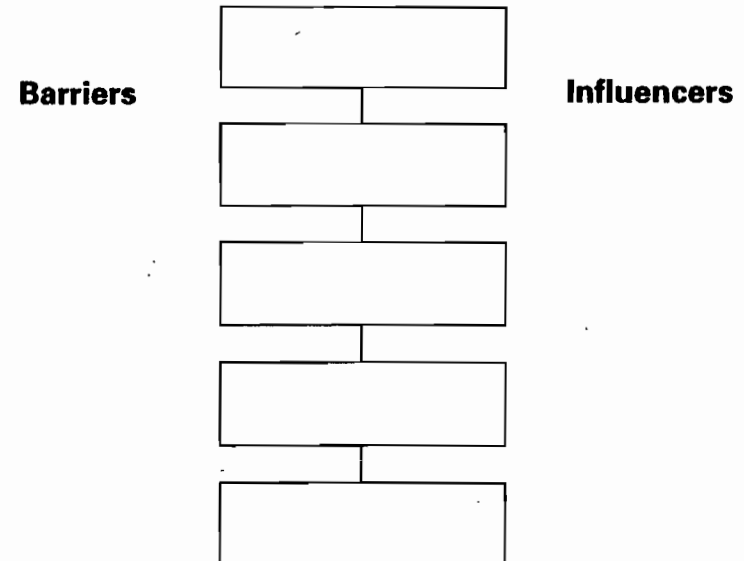
The central idea should be original, inspiring and true to our audience.



INTEGRATED SPRINGBOARD

Who is the primary target audience?

“The Road to Purchase”: What stages will the target audience pass through to arrive at the Desired Action? What barriers will they encounter and who else will influence them along the way?



If there are multiple actions and/or multiple target audiences that must be addressed in order to achieve the overall objective, set them out as a grid and consider the ROI strategy for each.

Objective			
Target Audience			
Desired Action			
Reward			
Media Apertures			
Key Insight			



MEDIA SPRINGBOARD

To discover the most effective apertures for communication—when and where the target audience will be most receptive to our particular message. Then to create communications that make the best use of each aperture.

Brainstorm ideas for apertures, starting from:

- Consumers' relationship with the category
- Their behavior or the desired action
- The brand's personality or advertising
- The target's lifestyle and patterns of media use

Identify media that could reach the target for each occasion

Define why each is a good opportunity to address the target

Think of a reward that is appropriate to each opportunity

Design a creative execution that fits the aperture



CREATIVE SPRINGBOARD

Creative briefing is not the end of the strategic process...but the beginning of the creative process.

“If the ROI is the general's battle plan, the creative brief should be his speech to the troops before the battle.”

Develop the ROI strategy into a creative briefing process that is:

Single-minded—agree on a clear and unambiguous direction for the advertising

Insightful—give the creative people new understanding of the people they're speaking to, and their relationship to the product

Inspiring—use language and experiences that bring the briefing process to life

Collaborative—establish a dialogue in which ideas continue to evolve and grow: “creative” and “strategy” dancing together until the solution is reached

There is no requirement to use a particular briefing form—as long as these principles are understood and applied.



EVALUATION & LEARNING SPRINGBOARD

To learn from marketplace experience of a campaign.

What did we plan to happen?

Business goals?

Target audience?

Desired action?

**How did we expect the campaign to work (the "Influence Model");
e.g. facts, awareness, imagery, etc.?**

What in fact did happen?

(Do we have the right measurement tools to tell us what we
want to know?)

**Can we isolate the effects of our campaign from other factors;
e.g. price, distribution, competitors?**

What are the causes of the campaign's success or failure?

Strategy

Execution

Media choice

Budget

**Summary: What have we learned, and how can we improve
performance in future?**

This card is designed as a handy reminder of the key points of The Springboard Approach. It is not meant as a substitute for the full explanations in the textbooks. The books and additional copies of these cards, can be obtained from Chris LeMoal, 437 Madison Avenue, New York, NY 10022