

≡≡≡ Pocket ROI Springboard for Integrated Communication

- 1) State your marketing goal and desired timing in one brief sentence.
- 2) Write a paragraph describing each key target audience, emphasizing the insights into each target that will aid persuasion.
- 3) Describe the action you want the communication to cause as well as the action you wish to replace.
- 4) Describe the time, place and media which reach each target when they are most open to our suggestion.
- 5) State the reward each target will experience when they take the desired action and the reason why that reward can confidently be expected.
- 6) Describe the brand personality which should emerge from the communication and the tone of voice that should be used.
- 7) Highlight the one key insight in the strategy that should be the focus of this campaign.

STRATEGY GRID		
1) Marketing Goal	I want to achieve _____ by _____ Date	
2) Communication Target	a.	b., etc.
3) Desired Action Instead of-		
4) Aperture		
5) Reward Support	When I use <u>(action)</u> instead of _____ I will then <u>(reward)</u> because of <u>(support)</u>	
6) Personality and Tone		
7) Key Insight		

DDB

ROI
Pocket ROI
Springboard 
for Integrated
Communication

ROI means **Return On Investment**—
maximum return on the money you invest
to communicate with each of your targets
through all communication vehicles.

ROI is also a DDB planning system
designed to lead to an integrated
communication program which possesses
three qualities: **Relevance, Originality**
and **Impact**.

This folder is a pocket version of our
comprehensive handbook, “ROI
Springboard”. Though brief, this version
will help the reader to begin “thinking
in ROI”, a natural approach to developing
a powerful communication program.