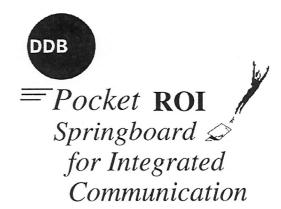
) State your marketing goal and desired timing in one brief sentence.	Pocket ROI Springboard for Integrated Communication STRATEGY GRID		
	1) Marketing Goal	I want to achieve	by Date
Write a paragraph describing each key target audience, emphasizing the insights into each target that will aid persuasion.	2) Communication Target	a.	b., etc.
Describe the action you want the communication to cause as well as the action you wish to replace.	3) Desired Action Instead of-		
Describe the time, place and media which reach each target when they are most open to our suggestion.	4) Aperture		
State the reward each target will experience when they take the desired action and the reason why that reward can confidently be expected.	5) Reward Support	When I use (action) instead of I will then (reward) because of (support)	
Describe the brand personality which should emerge from the communication and the tone of voice that should be used.	6) Personality and Tone		
Highlight the one key insight in the strategy that should be the focus of this campaign.	7) Key Insight		



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.

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