

There is no one way to approach a creative problem, brief or strategy document. There is no template, no formula or recipe for creative business solutions. If a solution was effective, it was developed from a custom designed strategy. This framework will help you organize the elements involved and focus on seeing the threads that exist between creative and strategy. First, populate each category below by thinking through all potential target groups, product attributes & brand information, features and corresponding benefits. Do the same with any messaging or client objective. After achieving quantity, refine for quality. Now look across the categories at what's left.

| CREATIVE STRATEGY FRAMEWORK BY DOUGLAS DAVIS   |  |   |   |
|--|--|---|---|
| Target   | Brand or Product Name Here   | Feature / Benefit   | Message or Objective  |
| <ul style="list-style-type: none"> <li>- Define targets in fragments that state demographics, psychographics &amp; or behavior.</li> <li>- Look here for segmentation examples.</li> </ul> | <ul style="list-style-type: none"> <li>- Decide whether the job should be focused on the brand or a particular product or service within the brand.</li> <li>- Look beyond the brand's website for good and bad items to list here. Blogs and reviews will show any gaps between what the company says and what the customer is experiencing.</li> </ul> | <ul style="list-style-type: none"> <li>- A Feature is a physical quality or tangible attribute that defines the product.</li> <li>- Tangible features often have intangible benefits and thus these are written as a ratio. This Feature/enables this corresponding Benefit.</li> </ul> | <ul style="list-style-type: none"> <li>- A Message is what the target should take away from your brand communications.</li> <li>- A client Objective usually begins with a verb: Convert, Drive, Engage, Build, Grow, Increase, Decrease etc, by % among X target.</li> </ul> |

**OBJECTIVE:** Connect the most viable target, with a relevant fact about the brand/product/service, a specific feature and corresponding benefit to a client message or objective. This tool will help you focus the creative work on elements that will ensure you remain on brand, on strategy and on message. This method will yield multiple viable solutions to explore while creative problem solving. Try it and see.