

# Modified Strategic Message Planner

## **Step 5 – Modified Strategic Message Planner (25 points)**

**Due at group meetings during the week of November 14-18, 2011.**

This is an internal document – one that will not appear in the plans book. Nevertheless, it is one of the most important documents each group will produce in the preparation of its campaign. It is based on the strategic message planner (SMP) taught in JOUR 435 Message Development. *Key point: The appropriateness of each group's communication products will be judged, in part, by their adherence to the strategies articulated in this document.*

Because of the scope of research conducted in each campaign, it is not necessary to recreate each of the nine sections of the SMP. In this modified version, groups will explain their message strategy by completing these sections:

- **Key features and benefits** – Using a two-column table format, place features side-by-side with their corresponding benefits. To avoid confusion and advance clarity, each feature and sentence should be expressed as complete sentences.
- **Brand image (current and desired)** – Describe both the current brand image and the desired brand image.
- **Strategic messages and a brief rationale** – What is the one, clear message of the ad you are trying to convey? It should be structured along these lines: “Target audience, you should help me achieve my goal because\_\_\_\_\_.” Because your plan will consist of multiple goals and targeted publics, it may be necessary to complete several strategic messages. For example, the strategic message for stakeholders may change with goal the message seeks to achieve.

So groups can receive instant feedback, a hard copy of this document should be given to Professor Guth at the consultation it is due. Based on that feedback, groups may be required to resubmit an amended version of this document.

*Updated July 28, 2011*