Use the following document to help guide your marketing communication projects, and keep your efforts focused.

Basic Information

<table>
<thead>
<tr>
<th>Project Owner:</th>
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<tbody>
<tr>
<td>Working Project Title:</td>
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<tr>
<td>Deadline:</td>
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General comments:

Offer: What is the product, event, or service being communicated?

Target Audience: Who are we trying to reach? (Example: age, geographic location, student, guidance counselor, parent) Have you conducted any research?

Objective: What do we want the prospect to think and/or feel when reading/viewing/hearing this creative?

Key Fact: What is the ONE main message we are trying to communicate?

Benefit: What’s in it for the customer?
Support Points: What are the key features that are most critical for the prospect to take away from this communication?

Call to Action: What do we want the prospect to do?

Competitive Advantage: Are one or more of these selling points unique to UW Colleges?

Competition: Which products/services/universities are we competing against?

Tone: What is the personality of the message?

Outreach Areas: What key areas of communications will be involved?

Use: How do you envision the various communications being used? (Example: social media, electronic, print) If part of a total program, note individual components and use.