

# THE PLANNING GUIDE

VERSION 1.0  
THEPLANNINGLAB.TYPEPAD.COM 2008  
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CLIENT BUSINESS PROBLEM OR CHALLENGE:

**RESEARCH**  
Where are we?

**CONSUMER ISSUES**  
Relationship to brand/category  
The purchase decision process/  
mechanism

**MARKETING ISSUES**  
Packaging, price,  
distribution and historical  
promotion

**MARKET ISSUES**  
Micro/macro competition  
Socio/political/technological  
context

**ANALYSIS**  
Why are we there?

**PROBLEM DEFINITION**

**ROLE OF  
ADVERTISING**

What are we trying to achieve?

How do we expect to achieve it?

Who are we talking to?

**OPPORTUNITY  
MODELLING**  
Where could  
we be?

**INSIGHT**  
What do we  
uniquely know that  
helps us solve the  
problem?

**BRAND  
SUPPORT**  
Is it inline  
with what the  
brand is trying  
to achieve?

**PLAN**  
How could we  
get there?

**COMMUNICATIONS  
TARGET GROUP**

Is it stretchable or lasting?

**MEDIA PLAN**  
Optimal channels,  
formats, media or  
contact points to  
influence target  
group?

**TREND**

Is it relevant?

**THOUGHT**

Is it credible?

Is it differentiating?