

DEFINE OBJECTIVES

- Attract new audience
- Drive fresh enthusiasm + sharing
- Change perceptions
- Tee up giving & other participation

DECIDE STRATEGY BASED UPON VISUALS

- Perception shift
- CTA
- Audience
- Metrics

INITIAL AD IDEATION

- Explore tropes
- Lean into insights
- Inspiration from top performers
- Must include comedy writer(s)

CONCEPT SELECTION

- Briefs (simple)
- Visuals

SCRIPT PITCHES

PRODUCTION

- Casting
- Location
- Film + edits
- Sound + music

LAUNCH

- Media
- Measure
- Adjust tactics
- Extend successes

DISCOVER PERCEPTIONS

- Problems + solutions
- Cause + brand
- Programs + beneficiaries
- Hopes, fears + experiences

DEEP DIVE ON BRAND

- Identity + values
- Messages + offers
- Programs + products
- Hypotheses + current vs. Needed Perceptions

INITIAL SCRIPTS

- Dialogue
- Action
- Visuals/Storyboards

DECIDE

- Concepts + treatment
- Final scripts
- Ad tests + cuts

TEST + REFINE

- Audience reaction
- Adjust