

WHO?	IMPORTANCE?
REALTION TO PRODUCT?	

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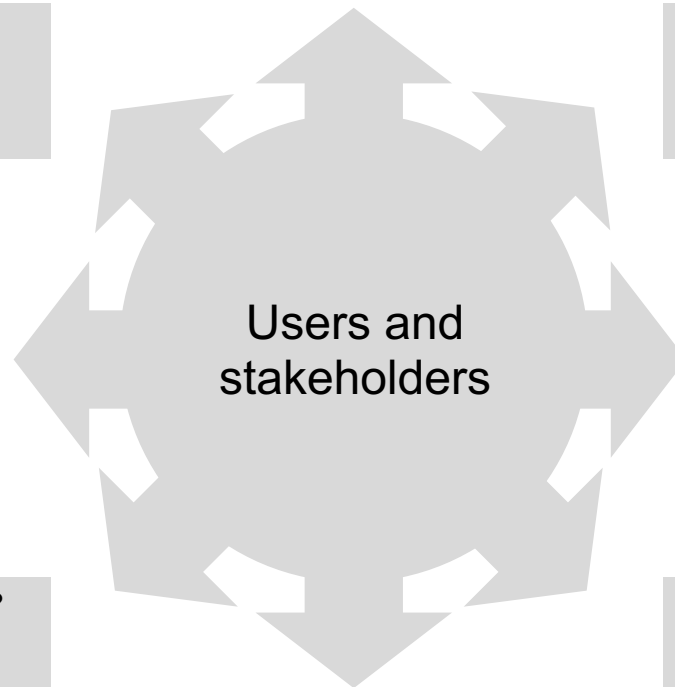
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THINK AND FEEL

What is on their mind?
What is meaningful?
Worries and "ä" aspirations



HEAR

Others saying
Friends
Colleagues
Media

SEE

Environment
Market
Other doing

SAY AND DO

Quotes
Behavior

PAINS

Fears, anxieties
Frustrations
Obstacles

GAINS

Hopes and needs
Measures of success
Hopes and dreams

Utilitarian

efficiency/convenience/usability, excellence/quality

Social

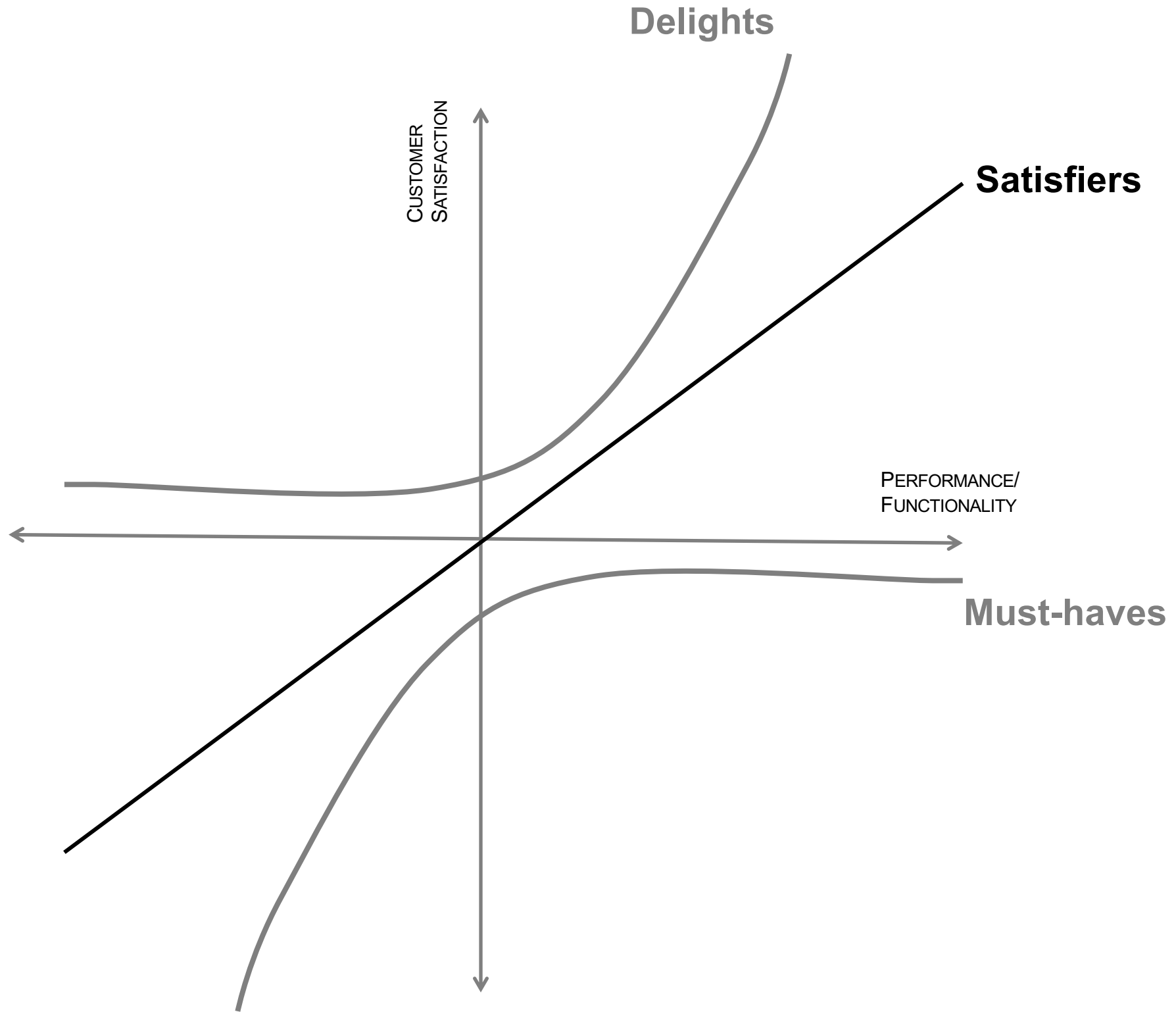
status/success/impression management, esteem/reputation

Emotional

aesthetic/beauty, play/fun

Altruistic

ethics/morality, religious/spiritual



FAKE ADVERTISEMENT

– The value proposition prototype

WHAT IS THE FIRST TWEET WE SEND TO LAUNCH THE NEW PRODUCT?



HOW DO USERS FEEL WHEN THEY USE THE PRODUCT?

WHAT IS THE BRAND PERSONALITY?

- Describe yourself as a person?
- What car make would you be?
- What restaurant?
- What city?
- What singer/actor?
- What animal?

FAKE
ADVERTISEMENT
THE FIRST PROTOTYPE

Picture

Caption

Headline

Copy

Sparring questions for a great value proposition and fake ad:

- Is it clear and focused?
- Is it written in consumer language?
- How is it inspirational? Does it generate emotion? What is it that would motivate people about this proposition?
- Is it fact based?
- Will it make the target consumer react because it has touched a nerve and is relevant?
- Does it really stand out? Is it different? What key elements are different? (Simplicity, price, looks...)
- What are the proof points that back up the value prop and give substance to the proposition?
- Does it fit with your brand?
- Does it address the agreed business objective?
- Is it actionable and does it lead to inspiring and differentiated communication?

FAKE IT TILL
YOU MAKE IT.



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