



ANTE LA DUDA *Pregunta*

Planning Brief

Creative Brief Update & Brand Experience Map

THE SITUATION

BRAND TARGET AUDIENCE
Define the overall target

BULL'S EYE TARGET AUDIENCE
Hone in on the audience most likely to act on your message

CHALLENGE
Articulate the primary challenge

BRAND SOLUTION
What is the solution to that challenge that you are offering?

CAMPAIGN STRATEGY
What is your marketing strategy – the strategy that will most successfully get your Bull's Eye Target to act on the solution you are offering.

THE DYNAMICS OF BEHAVIOR CHANGE

CURRENT

BELIEF

What is your Bull's Eye Target currently believe about the challenge they face?

BEHAVIOR

Because of that believe, what behavior are they currently exhibiting that you hope to change with your communications?

DESIRED

What do you need your audience to believe in order for them to do what you're asking them to do?

What is the ultimate behavior you're trying to achieve?

THE BRAND STORY

In a few sentences, craft a story that speaks to your Bull's Eye Target in a way that resonates, connects to the challenge they face, explains the solution you're offering, and compels them to act.

STONE

Identify what your communication sounds like – in what tone and voice should your team and communication use when communicating with your Bull's Eye Target

REASONS TO BELIEVE

What 3-5 facts or statements are most compelling? If there were 3-5 things you could tell your audience that would inspire them to change their behavior what would you say?



LEARN

Hears about a new program that offers free access to the full range of birth control methods, with doctors trained to answer any questions she may have and help her choose.

ENGAGE

Goes to AnteLaDudaPregunta.org to find a provider near her or to find out if her doctor participates.

ANTE LA DUDA
Pregunta

Uses the method she chose correctly, and encourages her friends to protect themselves too.

Seeks answers to her questions and with her doctor's help, chooses the method that's best for her.

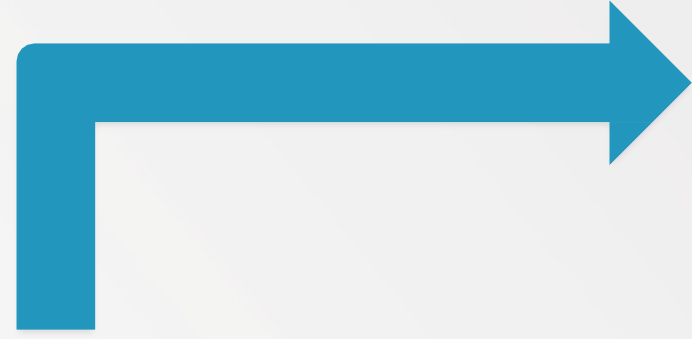
PROTECT

CHOOSE

LEARN

Hears about a new program that offers free access to the full range of birth control methods, with doctors trained to answer any questions she may have and help her choose.

NETWORK



WEBSITE

ENGAGE

Goes to AnteLaDudaPregunta.org to find a provider near her or to find out if her doctor participates.



CLINIC

ANTE LA DUDA
Pregunta

Uses the method she chose correctly, and encourages her friends to protect themselves too.

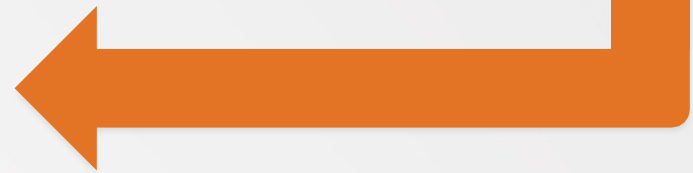
PROTECT



PRODUCT
KIT

Seeks answers to her questions and with her doctor's help, chooses the method that's best for her.

CHOOSE

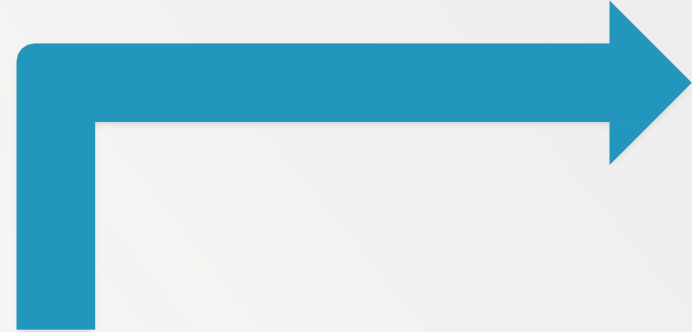


LEARN

Hears about a new program that offers free access to the full range of birth control methods, with doctors trained to answer any questions she may have and help her choose.

KPI: Website Traffic

NETWORK



WEBSITE

ENGAGE

Goes to AnteLaDudaPregunta.org to find a provider near her or to find out if her doctor participates.

KPI: Clinic Searches & Appointments



CLINIC

ANTE LA DUDA
Pregunta

KPI: Network Growth & Engagement

Uses the method she chose correctly, and encourages her friends to protect themselves too.

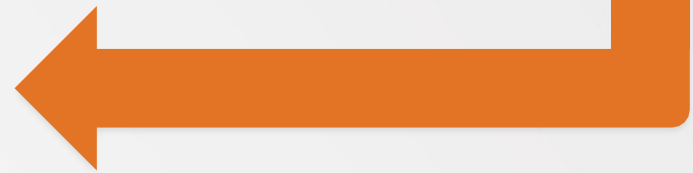
PROTECT



PRODUCT KIT

KPI: Product Kits Distributed

Seeks answers to her questions and with her doctor's help, chooses the method that's best for her.



CHOOSE

LEARN

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ENGAGE

Goes to AntelaDudaPregunta.org to find a provider near her or to find out if her doctor participates.

Events
Cafecitos, Colleges,
Zika Awareness Days

Influencers
Celebrities, Social,
Bloggers, Articles, DJs

**Non-Zcan
Waiting Rooms**
Posters, Brochures,
Nurses

FAQ
Text & Video Content

Find A Clinic/Dr
Interactive, Info Rich,
Appointments?

**Radio Live
Reads**
DJ Mentions
& Event Support

**Consultation
Events**
Mass Reach with
Dr Participation

Partnerships
Google, Facebook

Display
Context-
Based/Retargeting
Banner Ads

Paid Social
Newsfeed, Boosted

WEBSITE

NETWORK

ANTE LA DUDA
Pregunta

CLINIC

Facebook
ALDP Page, Content

PR
News Releases &
Interviews

Radio
PSA & Integrations

**PRODUCT
KIT**

**Provider
Communication**
Welcome & Updates

Talking Points
Q & A's

Uses the method she chose correctly, and encourages her friends to protect themselves too.

Handouts
Give-aways, Postcards,
Brochures, Condoms

Nurses
Badge, Pins,
or Lanyards

Clinic Toolkit
Poster, Brochures,
Handouts, Product Kits

Seeks answers to her questions and with her doctor's help, chooses the method that's best for her.

PROTECT

CHOOSE