Copy Platform Worksheet (v.2012)

Student Names:

_______________________________________________________

Product/Service: ______________________________________________________

Client: ______________________________________________________________

**Product/Service**

1) What are the key features of the product? _______________________________
___________________________________________________________________

2) What are the key benefits? ___________________________________________
___________________________________________________________________

3) Which benefits are exclusive (USP)? Examples: More economical, faster, more convenient, more reliable, more variety, guaranteed, better service, etc.
___________________________________________________________________
___________________________________________________________________

4) How is the product different from its competition (if at all)?
___________________________________________________________________
___________________________________________________________________

5) If the product/service is not different from its competition, which benefit could be stressed that has not been stressed by the competition?
___________________________________________________________________

6) What problem does it solve for the buyer?
___________________________________________________________________

7) What is the product’s positioning?
___________________________________________________________________

**Target Audience**

1) Who will buy the product? ____________________________________________

2) What is the character of the buyer? ________________________________
___________________________________________________________________

3) What will motivate them to buy this product? (see copy motivators ppt)
___________________________________________________________________

4) What channel/publication(s) would this ad appear in?
___________________________________________________________________
**Goals/Objectives**

What do I want this ad to do? *(example: introduce a new product or improved version of old product, increase foot traffic, increase Internet traffic, increase sales leads, build corporate image, build awareness of package product)*

What “call to action” do I need? *(example: call a toll-free #, visit a location, write to an address, visit a web site, cut a coupon, send in an order form, etc.)*

**Preliminary Sketches**

Create rough sketches of possible ad concepts below (stick figures are fine):