Copy Platform Worksheet - TVC (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, different from its competitors (Unique Selling Proposition - **USP**)?
___________________________________________________________________

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

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

6) What is the product’s positioning?
___________________________________________________________________

7) What is the product’s tagline? (if there is none, propose one)
___________________________________________________________________

**Target Audience**

1) Who is the intended target audience? (Demographics)
___________________________________________________________________

2) What are the characters of the buyer? (Psychographics)
___________________________________________________________________

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

4) What TV channel would this ad appear in?
___________________________________________________________________

**Goals/Objectives**

What is the specific message that I will present in this ad? What do I want this ad to do? (goal)
___________________________________________________________________
What tone and manner will I use in this ad?

What “call to action” do I need in this ad?

**Preliminary Sketches**
Create rough sketches of possible storyline. (refer template: Thumbnails.jpg).