

The following messaging checklist is from the book "IMC The Next Generation" by Don Shultz and Heidi Shultz.

I. Who is the consumer? Who actually uses it?

- A. What is the customer's target buying incentive? Why do they buy?
- B. What is the general product category:
 - 1. How do members of this group perceive the products or services in this category?
 - 2. What do they buy now?
 - a. How do they buy and use the product(s)?
 - 3. What are their lifestyles, psychographics, and attitudes toward the category?
- C. What do these customers want from the product category that they are not now getting? Target buying incentive: "I will buy a product that _____ than any other product in the category."

II. Does the product or service fit the group?

- A. What is the reality of the product or service?
 - 1. What's in it?
 - 2. What does it do?
 - 3. Why is it different?
- B. How does it look, feel, taste, work, and so on?
- C. How does the customer perceive the company behind the product
- D. What is the "naked truth"?
- D. Does the product or service fit the group?

Recommendation: _____

III. How will the competition affect our objectives?

- A. What is the brand network, the competitive frame? Why?
- B. What do competitors now communicate to customers or prospects?
- C. How will the competition retaliate against our program? (Compare company's messaging to competition's messaging with Analyzer I)
- D. How vulnerable is the competition? From whom will we take business?

IV. What is the competitive consumer benefit? Must be a true benefit (solve a consumer problem, better the consumer's way of life, etc.)

VII. What main message do we want the consumer to take away from the communication? (We craft the message from the consumer's needs. Analyzer I assists in identification of the need and words that mean the need to craft a benefit.)

- A. What main incentive will be offered?
- B. What action do we want the consumer to take as a result of the communication:
 - Try the product or service

Send for more information
Use the product more often
Try other products in the line
Other: _____

VIII. What will the perceptual or promotional effect of the communication be?

- A. If the communication is successful, how will the customer perceive the product as compared to the competition in (months/years)? (Analyzer I compares company messaging to competitor messaging for positioning –so we are prepared for this)
- B. If the incentive is successful, what customer or prospect action will occur?

IX. What are the consumer brand contact points? To most effectively reach the consumer with a believable persuasive message or incentive, what consumer contact points should be considered? Why?

X. How will we handle future research;