

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

- 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 produce 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;