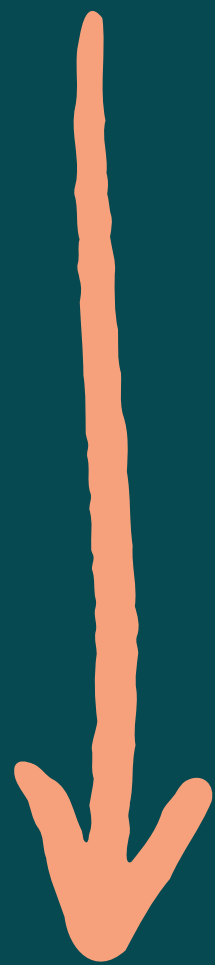


10 effective models
to help you write more
effective comms strategy

1/ Comms objectives flow from commercial ones

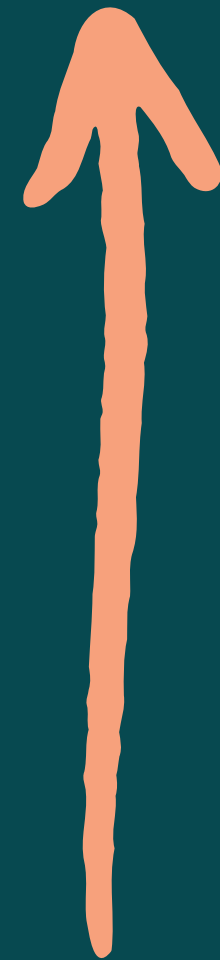


Commercial objective

Where is growth going to come from?

Communications objective

How can comms stimulate that growth?



2/ People are either ready to buy or not yet

The radically simplified funnel:
It has just 2 steps & 2 tasks for marketing



Source: Grace Kite, via Magic Works training



3/ Don't stop at awareness, build associations

Framework for CEP Generation *Category Entry Points*

WHY?

why are they buying from the category?
e.g. because I need a pick me up

WHEN?

when are they buying from the category?
e.g. after work

WHERE?

where are they buying from the category?
e.g. at the train station

WITH WHOM?

with whom are they buying from the category?
e.g. with someone special

WITH WHAT?

with what are they buying from the category?
e.g. with alcohol

Adapted from Sharp & Romaniuk: How Brands Grow Part 2

“Name an Airline”



Awareness

I need to get to Europe for cheap



Salience

Credit: Andrew Tindall

4/ The job is to link brands with buying moments

Brand	Me Codes	Need Codes
Starbucks	Siren logo, green color, white cup	• Pumpkin Spice Latte → autumn drink • Red Holiday Cups → Christmas drinks
McDonald's	Red and yellow colors, arches, "Mc-" prefix	• Happy Meal → family meal out • McDrive → eating on the road

5/ You can't have a role without a barrier

Comms objective

What do we
want to achieve?



Audience barrier

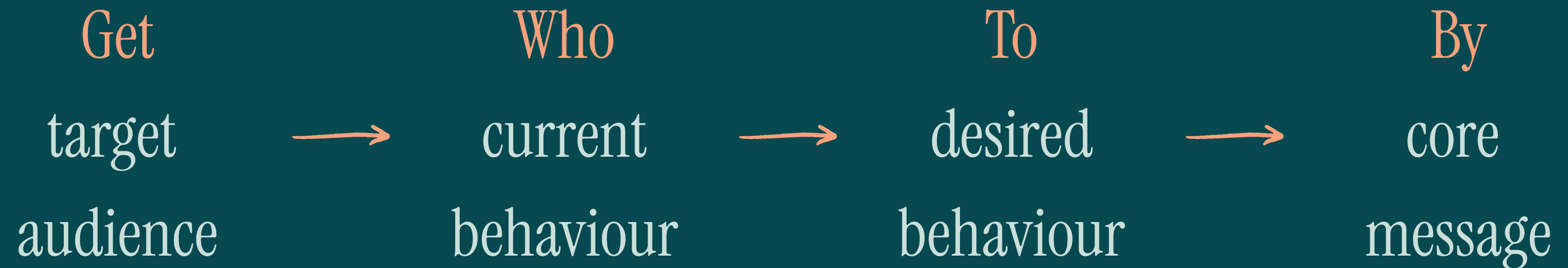
What's standing
in the way?



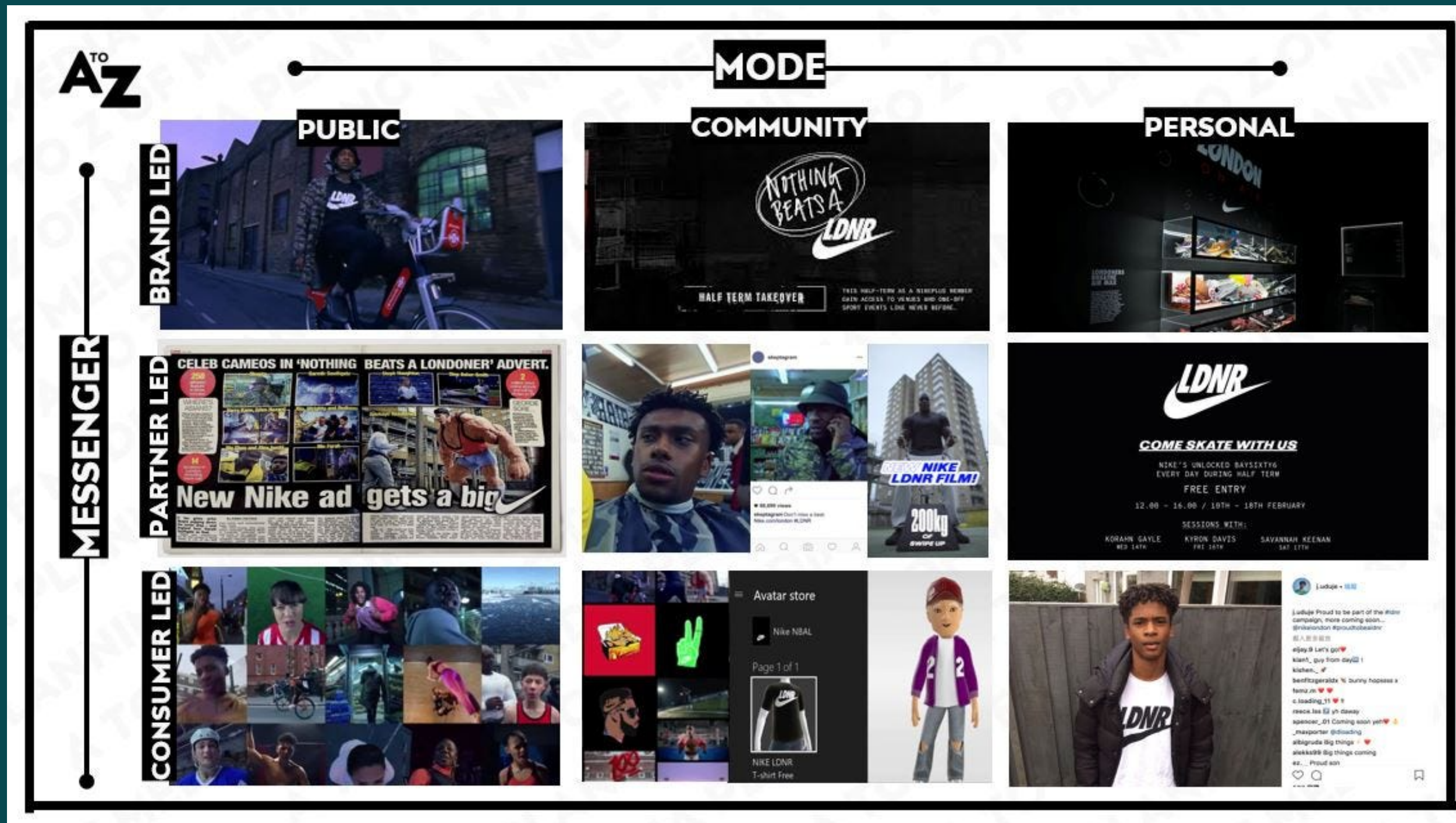
Role of comms

How can comms
realistically help us?

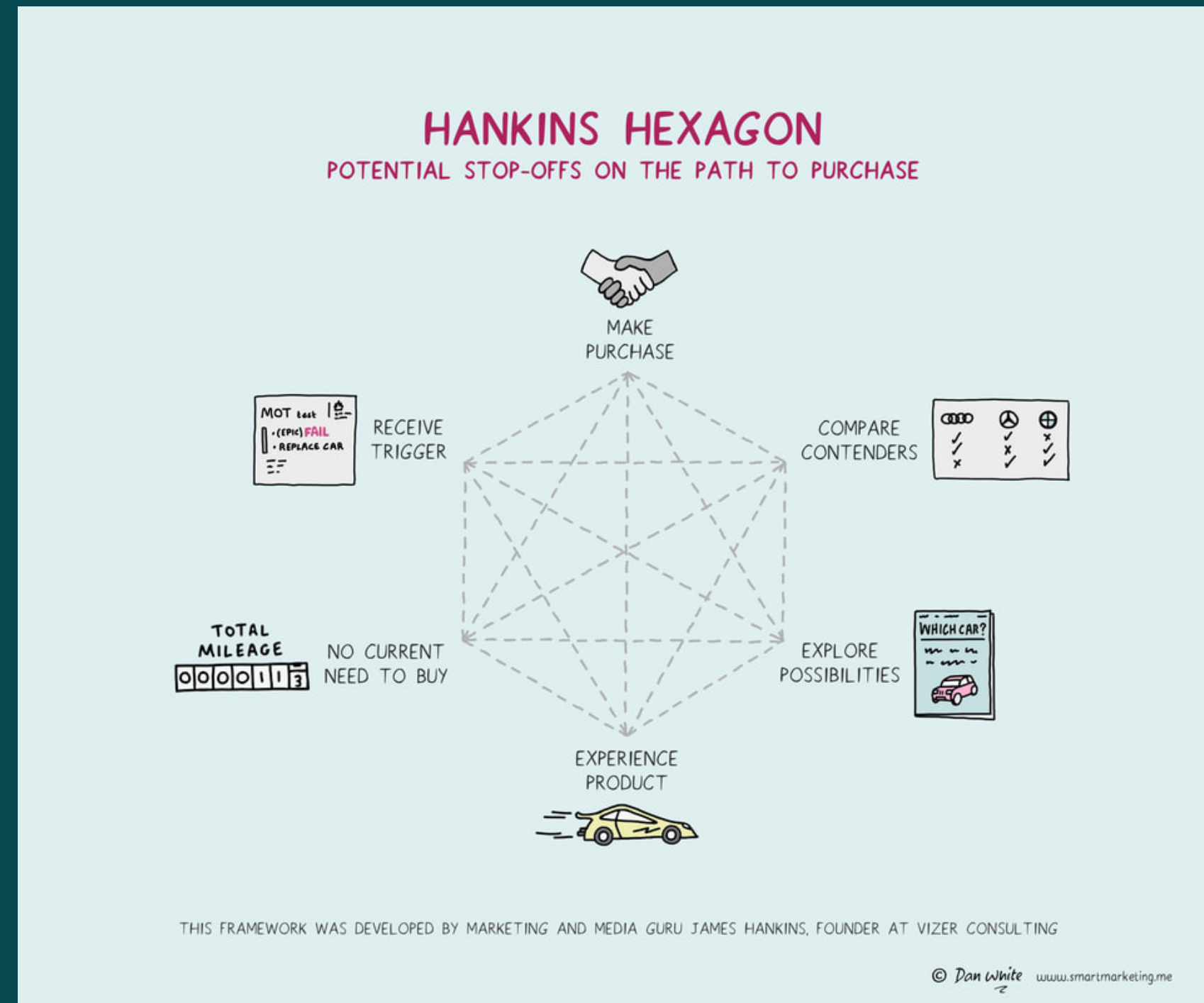
6/ Be precise on the what but also the how



7/ Same message, different media contexts



8/ Customer journeys aren't linear

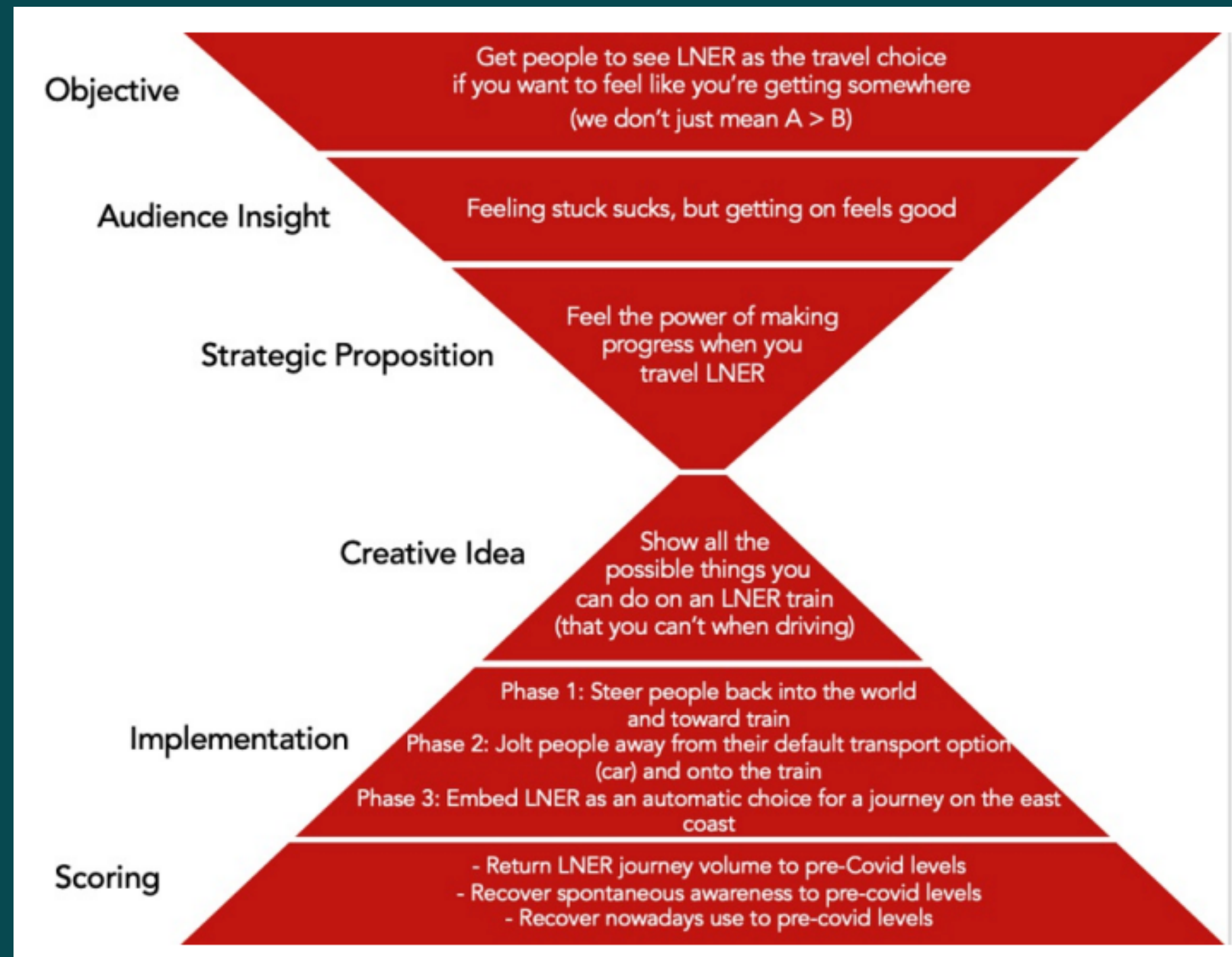


9/ Have a clear strategy story

	SITUATION ANALYSIS	FUTURE-STATE	STRATEGY
PLANNING CYCLE	WHERE ARE WE?	WHERE COULD WE BE?	HOW WE WILL GET THERE?
DISRUPTION MODEL	 CONVENTION	 VISION	 DISRUPTION
GET+WHO/ TO/BY MODEL	GET+WHO	TO	BY
BARRIER & DRIVER	BARRIER	DRIVER	TASK
PROBLEM & OPPORTUNITY	PROBLEM	OPPOR-TUNITY	WAY-FORWARD

Source: Baiba Matisone

10/ Have a clear campaign story



Source: IPA



Thanks for reading!

I'm Rob Estreitinho, an indie strategy director
that helps smart people (like you!) find clarity.

Find out how I can help you at [*salmonlabs.co*](https://salmonlabs.co)

