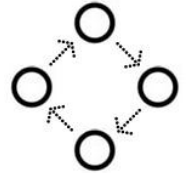




## Planning Circle

The planning circle is the fundamental tool for strategy-based communication.

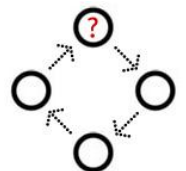
- briefing
- analysis
- strategy
- creative brief
- efficiency control



First step is a **briefing** and usually a re-briefing.

At this step strategic planning is asking a lot of questions:

- What is the purpose/objective?
- Why do we communicate?
- What problems do we encounter at the moment?



## Analysis

During analysis we concentrate on already existing data. Missing pieces of information are ascertained through desk research or primary research (qualitative and/or quantitative).

brand analysis

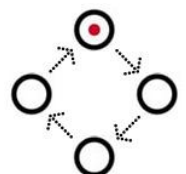
- brand awareness
- brand image
- strength of the brand
- weaknesses of the brand
- ideal brand image

market analysis

- Who are the key competitors?
- How are they positioned at the market?
- Which major trends do we have to keep in mind?

target group analysis

- target group definition
- Image an average individual of the target group. What are his or her feeling and actions regarding the brand?
- What are desires and needs?
- Which media is being used?
- What are secret fears?
- step by step analysis of the decision making process





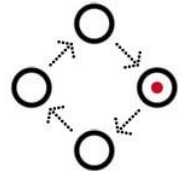
## Strategy

During the strategy phase all pieces of information are gathered. The important part is to pick the specific data that is most relevant for communication.

Several approaches exist. Useful tools are

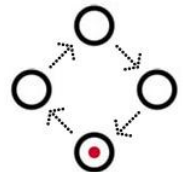
- swot-analysis,
- step-by-step model of the decision making process and
- a comparison of actual brand image and target brand image.

This leads to the definition of objectives and a future positioning of the brand. A connection point analysis defines which communication measures are most effective.



## Creative Brief

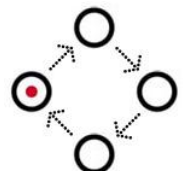
The creative brief is the condensed output of the strategy. It's the foundation for the creation of a communication campaign. The core of the creative brief contains proposition (key message), support (supporting arguments) and benefit (advantages for the recipient). The tonality describes the brand's tone of voice.



## Efficiency Control

It's essential to measure the success of communication with the help of the previously in the strategy phase defined communication objectives.

It's important to gather feedback of clients, distribution partners and media. Qualitative and quantitative studies determine a precise impression of the communication's efficiency



## We have come to a full circle.

The outcome of the efficiency control is the starting point for future communication.

