

Get Clarity!

The Marketing Strategy Tool

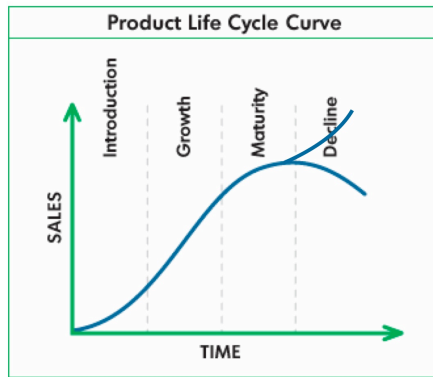
When you join a new brand team, are hired at an advertising agency, or are assigned to a new product or service, you will receive a briefing from the people who are already there. They will start the meeting by saying, "Welcome. Before we tell you anything about the product (or service), tell us what *you* know. You see, we know too much and want to hear your fresh thinking before we transfer all our current thoughts."

There are two answers to their question. One is, "Cool. The product is good, I guess." If that is your answer, you will be silently labeled *a pair of hands, easily fired anytime*. If you want to be *prized (and hard to fire)*, use this tool to develop a strategically insightful answer.

Great ideas aren't just beautiful and attention-getting. Not just clever and creative. Great ideas are based on sound strategy.

Orientation	Insights
Product Name:
What is it, most basically?
In what product/service categories does it compete? 1. 2. 3. 4. 5.
On which product category will you focus? Why?
What are some possible target audiences? 1. 2. 3. 4. 5.
On which target audience will you focus? Why?

**Say three times:
"I can do this.
I can base my work on strategy."**



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In what phase is the product?

Why?

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How would you change the product (beyond packaging and advertising) to develop new **technical superiority**?

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C'mon. How about a few more creative ideas for **technical superiority**?

1.
2.
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4.

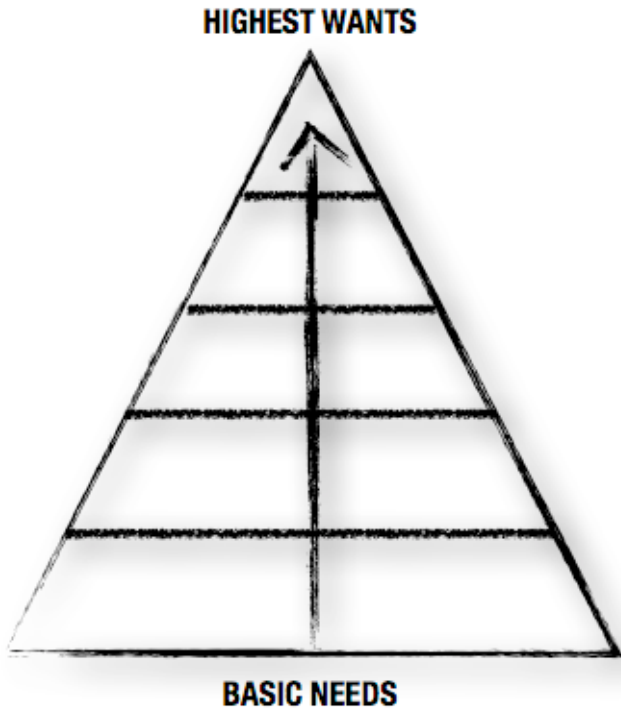
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Smile and breathe.



How might this product help satisfy the target audience's...

...need for self-actualization?

...need for esteem (not self-esteem)?

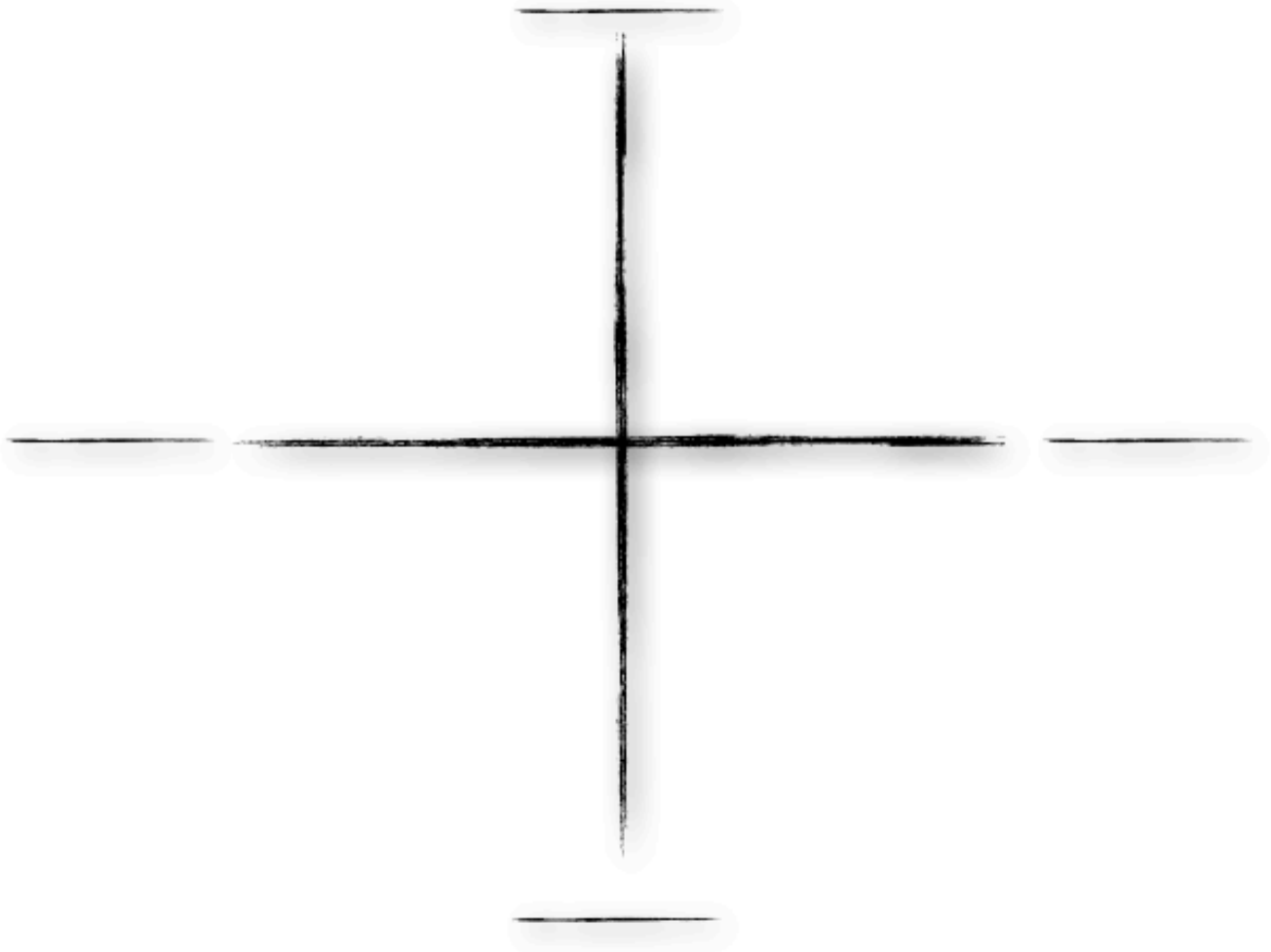
...need for love?

...need for safety?

...physiological needs?

Imagine yourself.

Model 5: Positioning



Insights

After indicating how customers view the product compared with competitors on the chart above, describe (using arrows) how you might want to change the competitive positioning.

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Summary: Top 5

1. Whose behavior must we influence?

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2. What do we want the target audience to think?

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3. Why should the target audience trust us?

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4. What do we want the target audience to do?

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5. What motivates the target audience?

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Improve *Get Clarity!*

How can *Get Clarity!* be improved? Describe two changes you might recommend for this tool.

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Let Artie know at artieisaac@gmail.com.



Addendum: Scoring Rubric

During *Marketing For Designers* (LA 341), students are instructed in the use of *Get Clarity!* Then a product or service serves as the subject of the students' strategy development. Here's how each student's work is assessed.

Student's name (legibly):

The examination represents 70% of the final grade. It must be submitted — earning more than 29 points — for the student to pass the course.

	<i>0 points</i>	<i>3 points</i>	<i>7 points</i>	<i>10 points (maximum)</i>
Orientation	Unanswered or unintelligible	Understands "category" and "target audience"	Suggests interesting target audiences	Analysis reveals an insightful target audience
1. Product Life Cycle	Unanswered or unintelligible	Chooses and defends a stage of life	Offers ideas for technical superiority	Offers many highly creative and insightful ideas
2. Timing Sequence	Unanswered or unintelligible	Moments are in chronological sequence	Sequence indicated is sensible	Analysis reveals a helpful insight
3. Hierarchy of Needs and Wants	Unanswered or unintelligible	Product addresses each level	Levels indicated are sensible	Analysis reveals a helpful insight
4. Theory of Reasoned Action	Unanswered or unintelligible	Either branch (Ind. or Social) is well applied	Both branches are well applied	Analysis reveals a helpful insight
5. Positioning	Unanswered or unintelligible	Product is placed on grid with attributes	Competitive differences are noted	Analysis reveals a helpful insight
Summary: Top 5	Unanswered or unintelligible	Answered, but not helpful	Insightful and helpful	Insightful, helpful and creatively inspirational

Overall:

- A — Grades of 65-70 identify client-ready work that a brand management team might pay to read.
- B — Grades of 55-64 identify well done work.
- C — Grades of 45-54 identify fair work.
- D — Grades of 30-44 identify passing work.
- F — Grades of 29 or below identify failing work.