

Brief			
What is the problem?			
Situation analysis			
Analysis of internal factors	Corporate strategy		Analysis of external factors
Marketing strategy			
Product	Price	Promotion	Place or distribution
Is the origin of the problem or its solution in the product?  In the branding?  The packaging?	Is the origin of the problem or its solution in the price?	Is the origin of the problem or its solution in the promotion? Which promotional variables should be included in the mix? Publicity? Sales force? PR? Merchandising? Advertising?	Is the origin of the problem or its solution in the distribution?
What does the product category say?		Analysis of direct and indirect competitors: offer, price, USP, advertising, etc.	
Who consumes the product? -Psychological profile -Characteristics -Nature of the consumer -insights		How do consumers visualise the brand? How do they make the purchase decisions? How do they relate to the brand?	
<b>Desired target audience:</b> -Psychological profile -Will you use psychological archetypes to define the target?		How does the desired audience think and behave? Which media communications do they use? How do they relate to media? Investigate the consumer insights	
Conclusions on the decisions about the target audience, the most effective media to connect to them. What opportunity can be seized?			
<b>How can communications help to solve the marketing problem? What's the communications objective?</b>			
Advertising strategy		Creative strategy	Media strategy
-Desired target audience -Communications objective -Strategic concept -Reason why		As communications strategist, you must ensure that creative strategy is aligned to the communications strategy.	To be able to select the best media to connect to the target audience, the conclusions about the way the target relates to media is essential. It will allow you to propose the most effective media channel.
Before the campaign is running, it is suggested to do a pre-test to measure its effectiveness.			

Source: Cardenes and Melendo (2016)