



# Discovery Booklet





*Creative Wonders is a full service, fully accredited advertising agency,* with all the know-how of a large shop, but without the cumbersome corporate structure. Our flexible senior team allows us to move quickly and efficiently. We take every job from concept to completion to ensure hassle-free production and excellence at every stage – including print, radio, television, direct mail, transit, promotions, point of purchase, and website. Best of all, Creative Wonders is about an attitude. We're authentic, caring, collaborative, and believe in having fun while we produce stellar work that achieves awesome results for our clients.

At Creative Wonders we have created a strategic model that we like to call Ready, Aim, Fire. This approach has helped many of our clients identify their business challenges and helped them achieve their next level of business success. Today's session will be all about READY and AIM.

## HERE IS HOW IT WORKS.

### **READY** – The IDEA stage – CONCEIVE

In business communications the task is to go from nothing to something; from a blank page to a page of ideas.

### **AIM** – The PLANNING stage – BELIEVE

During this stage we ask questions and set parameters. For example; Who is your audience? What is the timing, the budget and the current branded identity? Then, the task is to choose a course of action.

### **FIRE** – The EXECUTION stage – ACHIEVE

Getting your business communication projects produced on time and on budget with exceptional quality is the bottom line of the production phase.

Each stage is vital to the success of a business. Over the years, we have noticed organizations are often only good at two of the areas, and are challenged by a third. Consequently, they often skip a step, or mix the steps up, and end up disappointed in their final creations.

Our disciplined approach at Creative Wonders works..... so, let's get started!



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## STRATEGIC MARKETING MODEL

### THE SIX A'S

Before a consumer will associate with your organization, they will go through this six-step process:

- **Ad-ucation** – people draw a blank about your product or service – they need education.
- Unconscious **awareness** of the company
- Conscious **acknowledgement**
- A trial stage where clients ask, “Can I **accept** that this company is for me?”
- And finally to **action** by engaging or walking away
- **Appreciation** – thank yous’ all around.

Here are the four A's and what they mean in more depth.

**AD-UCATION** – when your product or service draws a complete blank the consumers need education before the brand can register.

**AWARENESS** – occurs in the subconscious – where the seed of an idea grows out of nothing. We are probably not even aware we have absorbed this information.

**For example:** Your friend wants to buy a Toyota Prius hybrid vehicle and asks you if you have seen. You think you have, but you are not sure. You are subconsciously aware of ‘something’.

**ACKNOWLEDGEMENT** – is conscious acknowledgement of the existence of something that was subconscious or fuzzy in your mind up to this point.

**For example:** The next day, you see many Toyota Prius’ than you have ever noticed before driving down the road. These cars have always been around but now you are acknowledging that you see them.

**ACCEPTANCE** – involves rational thought and trial. It is an acceptance that there might possibly be some meaning and personal relevance in this information for you. This is a period of trial and needs personal interaction.

**For example:** Your friend tells you that a Prius is a good, fuel-efficient car that suits your lifestyle. You go to the store and test-drive one.

**ACTION** – involves the process of buying or acting on a decision. This is the stage where your client actually acts and buys your product or program. This step also needs personal interaction to close the deal.

**For example:** You go into the car lot, look at the price, talk the purchase over with your spouse, and buy the car.

**APPRECIATION** – Thank you events, presents and notes make people feel good and build relationships.

### MARKETING PIECES – CREATE AWARENESS AND ACKNOWLEDGEMENT

In order to move your target audience from **awareness** to **acknowledgement**, to **acceptance** and finally to **action**, we must “hit” our target audience a minimum of two times at each level.

To accomplish this, we suggest an integrated marketing approach which will include marketing initiatives that reach the target market through a variety of mediums including sponsorships, direct mail, website, advertising, etc. As well, a successful integrated marketing plan always includes communications pieces that have a consistent integrated visual look to build the brand identity.

### PERSONAL TOUCH – CREATES ACCEPTANCE AND ACTION

The acceptance and action part of the marketing equation must always be handled personally. You should proactively reach out to your current customers to provide referrals and by sending out thank you letters when a particular project is complete.

Marketing materials must work in conjunction with a good ongoing personal touch program.



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THE BASICS

NAME:

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BUSINESS NAME:

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1. What business are you in? (Think of it like this. If you sold computers, you'd be in the business of technology, innovation and service).

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\_\_\_\_\_  
\_\_\_\_\_

2. Who is your target market(s)?

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\_\_\_\_\_  
\_\_\_\_\_

3. What are your goals?

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\_\_\_\_\_  
\_\_\_\_\_  
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4. What do you think your awareness level is?

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\_\_\_\_\_  
\_\_\_\_\_

5. Who are your competitors?

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"The secret is to ensure that your brand is lodged firmly in the decision-maker's mind, in their 'ROM' if you like. The challenge is to get it there, ensure that it is sticky enough to stay there, quick to recall and powerful to persuade when the moment comes."

-Peter Fisk, author of Marketing Genius



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6. What kind of activity are they doing?

Lined writing area for question 6

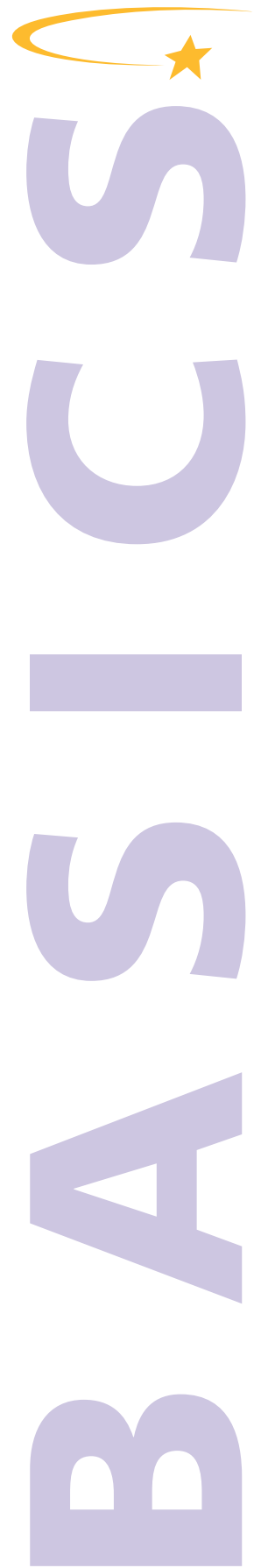
7. What do you think your strengths and weaknesses are?

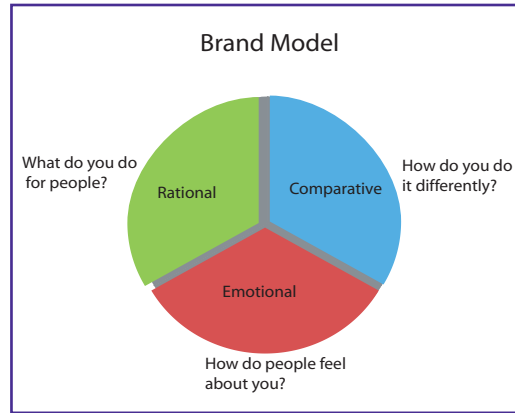
Lined writing area for question 7

8. Anything more?

Lined writing area for question 8

Before you begin writing a marketing plan, make sure you have given careful thought to your place in the industry, your ideal audience, and how you stand out from the competition. Do you have a good understanding of the industry? Make sure you know what's going on in your industry, such as market size, growth rate and current trends. Have you properly identified your target customer? Understanding your customers and how they think will allow you to tailor your messaging to meet their needs. Are you up to speed on what the competition is doing? Try to make a realistic assessment of your competitors strengths and weaknesses and how you stack up against them.





1. How do you position yourself?

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2. What do people say about you?

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3. What do you want them to think about you? Feel about you?

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4. Do you have a corporate identity?

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\_\_\_\_\_  
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5. What colour do you use? Why?

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6. What benefits do consumers get by doing business with you?

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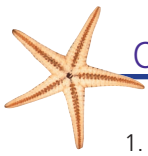
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“A great brand taps into emotions. Emotions drive most, if not all, of our decisions. A brand reaches out with a powerful connecting experience. It’s an emotional connecting point that transcends the product.”

– Scott Bedbury





## CREATIVE WONDERS MARKETING SESSION

1. What marketing tactics have you used in the past? Successful or not?

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2. Do you have a website? When was it last updated? Is it content managed?

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3. What and how do you communicate about your brand?

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4. How well does your operation run? Do you need to address that before you can market?

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5. Have you done any programs in the community?

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A marketing plan should encompass all touch points to the consumer, such as service, product, price, place and promotion. Creating a great marketing plan isn't necessarily about how much you can do. Sometimes a few, more targeted and well-supported ideas are better than trying everything. This is particularly so in a small business where you likely have limited funds and time in which to execute your marketing plans.



# MARKET





