

Getting Started:

Discovery & Definition



Phase 1

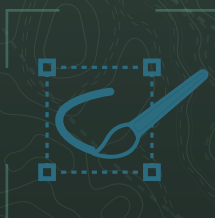
An initial working session will give us deep insights into your project's purpose, audience, stakeholders and desired outcomes. We will gain specific details about the audience journey, which will direct the content strategy and formulate the recommended messaging and delivery methods.



From the insights gathered in Discovery, we will create campaign concept ideas with associated treatments. Additionally, we will create a delivery method framework with tactical recommendations to achieve our goals.

**BIG
RED
OAK**

Phase 2



With approval of the concept idea and a clear plan of how to distribute across our multiple platforms, we will get to work on creation.



Putting the campaign strategy into action, we will implement the strategy and get the work done like we are part of the team, because for us, we are.

Our ***Process***

Big Red Oak's process follows a two-phase plan. For our first engagement we will focus on the initial steps of Discovery and Definition, **providing the foundation to move forward powerfully** into the next phase of Design and Delivery.



Phase 1



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*Tactics may include
but are not limited to:*

 Social Media
Management
-IG/TikTok/LinkedIn

 Paid
Advertising

 Video
Assets

 Email
Marketing

 Website Inclusions
-education/downloadable
resources

For each platform we will include direction on the following:

- Audience Segment
- Key Message Direction
- Creative Assets (video and still)
- Calls to Action
- Frequency
- KPIs/ Success Measurements

Audience Segment
Key Message Direction
Creative Assets (video
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Measurements

Phase 1

Deliverables



Campaign
Concept Ideas

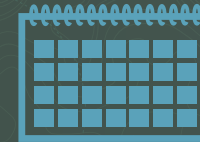
Delivery Method
Framework

- › Key message direction
- › Asset creation
- › Calls to action
- › Metrics and tracking



Recommended
Approach

- › Content strategy and pillars
- › Channel and platform recommendations
- › Budget and timeline



Budget and
timeline

- › Proposal for approved campaign concept and strategy implementation requirements

Phase 2

Design



With approval of the concept idea and a clear plan of how to distribute across our multiple platforms, we will get to work on creation. Before getting started, Big Red Oak will provide a timeline and budget for the creation of all content required, affiliated project management, and tactical implementation with all resources to holistically manage the campaign through all phases as a trusted partner to the goals.

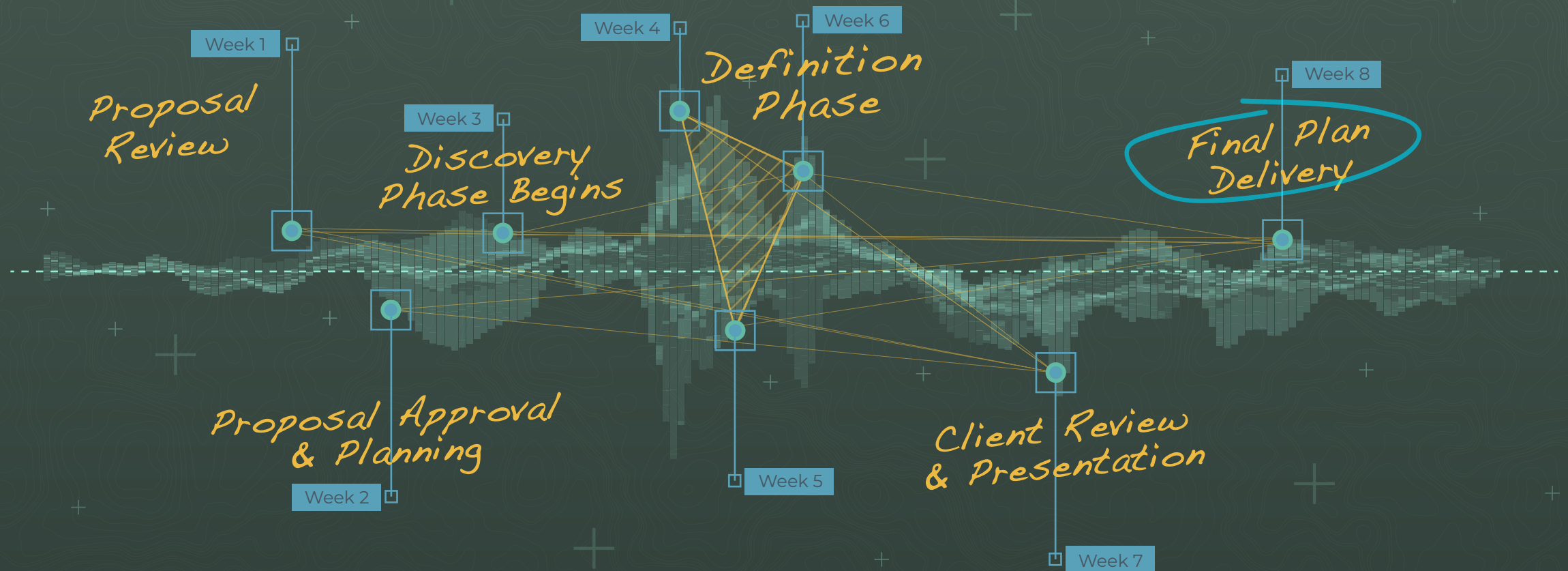
Delivery



Putting the campaign strategy into action, we will implement the strategy and get the work done like we are part of the team, because for us, we are. We will coordinate additional status sessions to review, refine and iterate as our work progresses. We are here to act as an extension of your team, to support you with the implementation plans, and to be your sounding board as we put the recommendations into action.

Budget and ***Timeline***

The estimated cost for this initial project (Phase 1 & 2) is \$10-12K +hst and we estimate the timeline to be 6-8 weeks from project kick off.



Discovery **Brief**

Background

What is driving this initiative ?
What problems or challenges are you addressing ?
Additional context ?

Campaign Objectives

What is the objective of this campaign ?
What are the desired goals and intended impact ?
What is the current state vs future desired state ?

Audience & Stakeholders

Who are the target audiences we are speaking to?
 > Segment(s) > Demographics
Audience insight: What is important to them ?
 How can we move them ?
Who are the other stakeholders involved
 (internal/external) ?

Communications Objectives

What do we want people to think, feel or do ?
How does the target currently behave/ What does
 the target currently think ?
How do you want them to behave / What do you
 want them to think ?

Positioning & Key Messages

What is your main positioning statement ?
 What are your 2-3 Key Messages ?
What are the reasons to believe (RTB) this message ?
 What is the emotional driver behind this message?

Communications Channels

What are the communication channels available
 (internal/external) ?
Are there any priority channels or other
 considerations ?

Tone & Style

What words come to mind when you think of the tone or style of the **creative**?

Mandatory message or visual elements: What are the 'must' or 'must not's' to be included?

Required Tactics/Deliverables

Are there any required tactics/deliverables?

Measurement

What does success look like?

What are your KPIs and what benchmarks are you measuring against?

Timing, Scope and Budget

What is the target timeframe for this program? How long will it be in market?

What are the budget considerations/limitations?

Other Considerations

Are there any known obstacles or potential barriers to success?

Does this initiative tie in to or touch any other initiatives? If so, how?

Content Program Framework

✓ **Key Messages**

✓ **Audiences/Stakeholders**

✓ **Channels**

✓ **Content**