

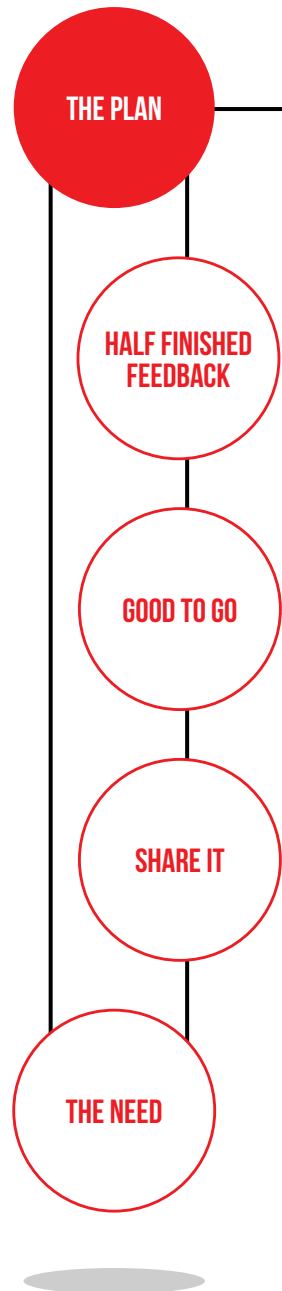


## WHAT DO WE NEED TO ACHIEVE?

- ➔ **WHAT'S REALLY DRIVING THIS?**  
What's the bigger picture? Where does this fit in?
- ➔ **WHAT'S THE EXPECTATION?**  
What have they asked for? What haven't they said?
- ➔ **WHAT ELSE DO WE NEED TO KNOW TO NAIL THIS?**  
Do we have any other questions?

## UNDERSTAND IT

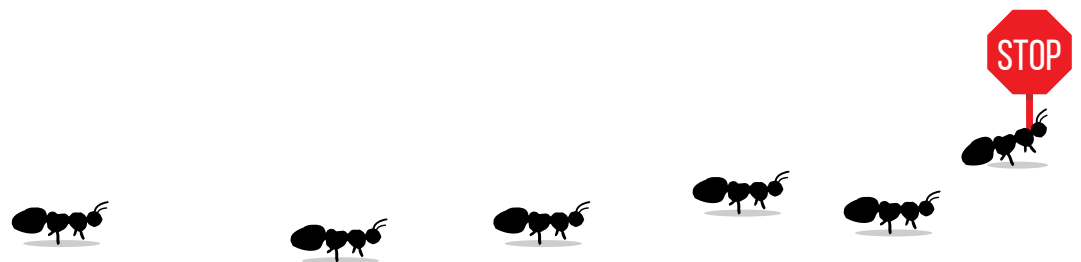


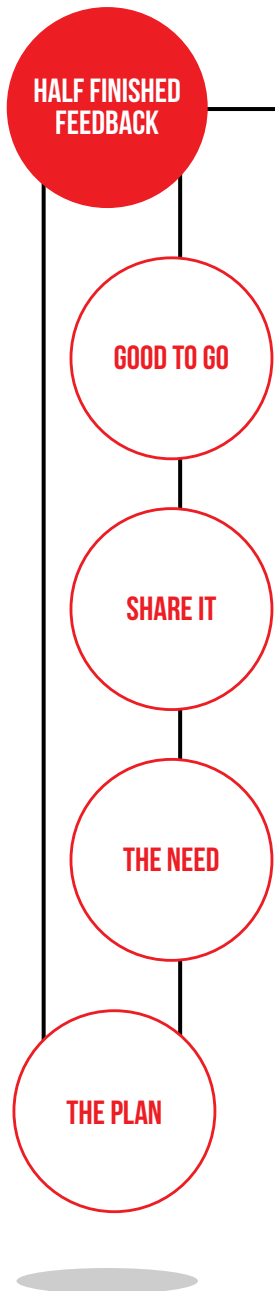


## HOW ARE WE GOING TO NAIL IT?

- ➔ **HOW DO WE MAKE IT GREAT?**  
Does it need a strategy? Craft? Or both?
- ➔ **WHO DO WE NEED TO MAKE IT AWESOME?**  
Think about the experts you need to pull in.
- ➔ **HOW WILL WE MAKE IT HAPPEN?**  
Time, budget, people, capacity and availability.

## PLAN IT

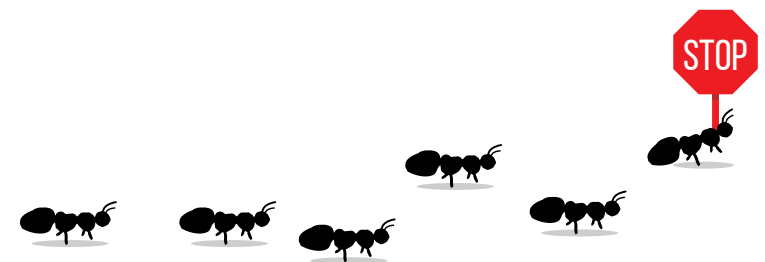




## ARE WE ON TRACK?

- ➔ DOES IT MEET THE NEED IDENTIFIED?  
The real need as well as what they asked for.
- ➔ HAVE WE ADDED VALUE?  
What have we done to add value?
- ➔ CAN WE MAKE IT BETTER?  
Can it be simpler, clearer or more engaging?

## IMPROVE IT



GOOD TO GO

SHARE IT

THE NEED

THE PLAN

HALF FINISHED  
FEEDBACK

## IS IT THE BEST IT CAN BE?

➔ HAS IT BEEN CHECKED BY THE RIGHT PEOPLE?

Project manager? Creative? Strategist? CD?

➔ IS IT ON BRAND, EXCELLENT AND ERROR FREE?

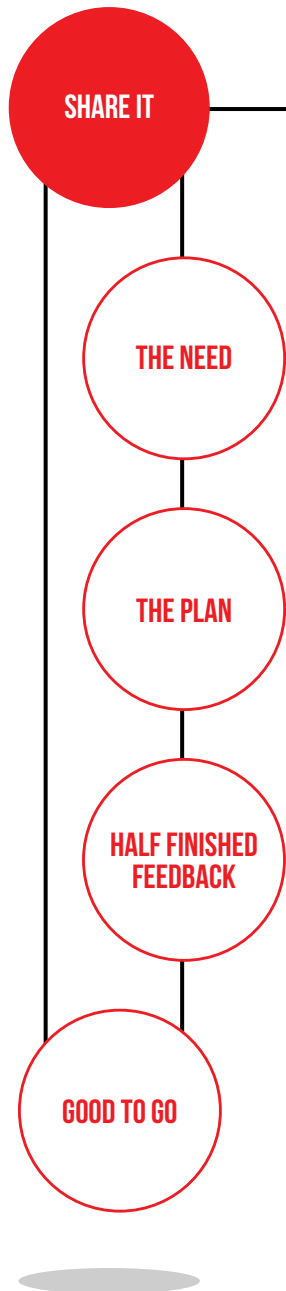
Has it been proofed and signed off?

➔ ARE WE PROUD OF IT?

We should be.

## CHECK IT





## WHAT'S OUR STORY?

### ➔ WHAT'S OUR GAME PLAN?

When, where, how and who?

### ➔ IS THE STORY CLEAR, SIMPLE AND COMPELLING?

Will they get it? Get excited by it?

### ➔ CAN THEY SEE THE VALUE WE'VE ADDED?

Explain why we did it this way.

## SELL IT

