

# SIX QUESTION STRATEGY

If you can easily answer these six questions, you're on your way to a strategy that works. Any brief. Any brand. Any time.

**WHAT?**

What do you want people to think, feel or do?  
HOW ARE YOU **ADDING VALUE** FOR CUSTOMERS?

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MARKETING

**WHO?**

Who are we talking to? What do they like?  
WHAT DO YOU KNOW ABOUT THIS **RELATIONSHIP?**

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DATA/  
RESEARCH

**WHY?**

Why does it matter? Why will anyone care?  
WHAT'S THE CUSTOMER **BENEFIT OR INSIGHT?**

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INSIGHTS

**WHERE?**

Where's the best place to connect with them?  
WHAT'S THE BEST **CONTEXT** FOR THIS MESSAGE?

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MEDIA

**WHEN?**

When will people be open to a conversation?  
WHAT'S THE BEST TIME TO **INTERRUPT** THEM?

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MEDIA

**HOW?**

How will you do something people remember?  
WHAT **CREATIVE** WILL HELP PEOPLE CONNECT?

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CREATIVE