

## Questions to answer in a Strategy Statement

1. Who is the target audience?
2. Where is the company/product now in the mind of the target audience?
3. Where is the competition in the mind of the target audience?
4. Where would you like to be in the mind of the target audience?
5. What is the consumer promise? What is the Big Idea?
6. What is the supporting evidence?
7. What is the tone for the campaign?