COMPASS KEY STEPS (1-6 BELOW) OUTLINE COMPASS MEDIA

DETERMINE CONTEXT

1. Who is the target market for the brand or business?
   - 1.1 ☐ Adults, 18-49, both Male and Female
   - 1.2 ☐ Adults, 18-49, primarily Male
   - 1.3 ☐ Adults, 18-49, primarily Female
   - 1.4 ☐ Youth, Ages 15-22
   - 1.5 ☐ Children, Under Age 15
   - 1.6 ☐ Adults, 50+
2. Please describe the business or product category
   - 2.1 Consumer involvement
     ☐low ☐medium ☐high
   - 2.2 What level of information is needed by the customer
     ☐low ☐medium ☐high
   - 2.3 Type of product or service
     ☐durables ☐non-durables
     ☐consumer product ☐industrial product
   - 2.4 Is the product or service
     ☐a luxury or premium positioned brand
     ☐high priced relative to norms
     ☐superior in quality
3. Please describe the business, product's or service's share of voice
   - 3.1 ☐ typical/average
   - 3.2 ☐ above average
   - 3.3 ☐ below average
4. What is the primary goal of the communications
   - 4.1 ☐ convey information
   - 4.2 ☐ develop liking and emotional value
   - 4.3 ☐ reinforce habits
5. What is the stage of life of the business, product or service
   - 5.1 ☐ New
   - 5.2 ☐ Established
   - 5.3 ☐ Mature
   - 5.4 ☐ Other
6. What is the Reach objective over 12 months for the communications
   ☐ Percent of Target
7. What is the duration of the customer's usage or buying cycle
   - 7.1 ☐ Frequently, daily or weekly
   - 7.2 ☐ Seasonal
   - 7.3 ☐ Once a year/annually
   - 7.4 ☐ Once every 2-3 years
   - 7.5 ☐ Once in 10 years/
   - 7.6 ☐ Special
8. Please describe the customer's prior experience, if any, with the business, product or service
   ☐None ☐Positive Word of Mouth
   ☐Average ☐Below Average
9. Is brand "personality" considered a differentiator in the cateogry
   ☐Yes ☐No
10. To what extent is the business, product or service required to be supported
    ☐Nationally ☐Locally

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FIG. 13