THE PROCESS

BRAND
Values
Language
Personality
Promise

STRATEGY
Objectives
Channels
Targeting
Markets

PLATFORM
Television
Online video
Mobile video
Cinema

PRE-TESTING
Facial coding tech

LAUNCH!

ANALYSIS
Reach
Recall
Favorability
Purchase intent

THE PURPOSE

- Raise brand awareness
- Reach target audience
- Measure performance
- Create actionable results