

Project Strategy Statement

Project:

Project Leader/Marketing Manager:

Project Background & Justification

Include any relevant information (especially actual data) that explains the context and need for this resource. Describe how the idea for this project came about, and how it fits with Central Pennsylvania Youth Ballet positioning and goals.

Objective

What goal(s) do you want this project to accomplish? What is it intended to do?

Primary Target Audience

What is the one primary group this program is intended to reach? Include demographic and descriptive data, plus insight into current attitudes, perceptions, behavior, etc. What are our assumptions about this audience? Incorporate learning from research whenever possible.

Distribution Channels/Outlets that reach this audience

List all potential marketing outlets, distribution channels or other partners that could communicate with this group(s) – to help shape the final marketing and advertising plans.

Secondary Audiences

Change Desired in Audience

What behavior or attitudes do you hope to change as a result of this project? Should be written from viewpoint of audience; use “first person” language if helpful.

Primary Benefit or Message (Unique Selling Proposition)

What is the single, core message, or promise you want to communicate with this project? What is the one thing you want the audience to learn or remember after participating? (This should be stated as plainly and briefly as possible.)

Rationale/Reasons Why

Why is this promise believable? List support points or methods used to reinforce the primary message.

Secondary Benefits or Messages

Competition

What Makes this Resource Different?

How is this project/business/event distinct from the above? How is it unique and additive to the organization/industry?

Tone & Style

What is the “personality” of this event? Academic/Instructional? Light? Gritty? Humorous? Youthful? In what kind of environment is this product likely to be used?

Budget