

Needs Analysis Record

Advertiser
Salesperson
Date

Important information obtained prior to needs analysis

Phase 2 Needs

List all uncovered

It's a Key Marketing Challenge when the need rocks BOTH their "Richter Scale" and ours!

		Richter Scale ratings (1-10)	
		Theirs	Ours
1			
2			
3			
4			
5			
6			

*The need rocks the advertiser's Richter Scale when it causes sleepless nights and they're more than willing to spend money to fix it.
The need rocks our Richter Scale when it's a marketing problem in want of a marketing solution within our capabilities to deliver.*

Phase 3 Assignment

The advertiser and I have agreed that the **Key Marketing Challenge** on which we will focus our joint efforts is:

Phase 4 Analysis

Here's a big empty space to fill with everything you have learned about the Key Marketing Challenge which you've established as The Assignment. The more you write, the better. **Your Analysis might offer answers to questions such as:** *What makes this need important? What makes it difficult? Have other solutions been tried? What were they? Why hasn't the advertiser achieved this goal already? What consumer behavior must be modified, and in what way? Which competitors complicate the problem, and how? How will the advertiser measure success? What else...*

You should ask some questions about what action they want the Target consumer to take: *Do you want the Target to visit a physical location, make a phone call, visit a Web site, attend an event, etc? What month, day of the week, time of day, etc? What is the primary product or service you want them to buy?*

The

Marketing Strategy Model



Frequently—but not in all cases—a good Analysis of The Assignment will involve a clear understanding of the Marketing Strategy Model. Complete the three boxes on this page and always keep this page together with the rest of this Needs Analysis Record. If MSM is irrelevant to The Assignment, simply don't use this page.

STEP ONE

Target Description

Push beyond age and gender. Zero in on the heavy user. The more you can reveal about the Target, the easier it will be to create a great advertisement and a successful campaign. Socioeconomic status, location, family size, educational attainment, lifestyle characteristics, values, etc.

STEP TWO

Benefits Sought

Go inside the mind of the Target audience. What are their principal purchase considerations—their key decision-making criteria—when choosing where to shop or where to buy this type of product/service, or which brand to select? List the Benefits Sought in order of importance.

STEP THREE

Competitive Perceptions

Which of the Benefits Sought by the Target are actually delivered by the advertiser? Who are the Competitors for this type of product/service at this time, and how do they deliver on the Benefits Sought by the Target? The Target's perceptions are more important here than is the truth!