HOW TO WRITE PART 2

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MOVING INTO PART 2

A strategy deck is “split” into two sections:

1. Research and insights that profile the current situation of the market, brand, product, and other relevant variables

2. A campaign plan detailing the strategy for all media vehicles, the budget, and for meeting all KPIs

So let’s figure out how to approach, research, and write Part 2.
WHAT DO WE CARE ABOUT?

HOW
How is your agency leveraging your insights from Part 1?

WHY
Why is this the best course of action?
GENERAL FORMAT

Part 2 is about telling us what you’re doing, why you’re doing it, and how it fits into your campaign and client’s needs.

1. What you’re doing, including details of the plan, where and when it’ll happen, and who it’s directed towards.

2. How does it fit into the narrative of your campaign strategy?

3. Why this? Why it’s the best action (including compared to other options) and way to reach the target.

4. How does this fulfill all KPIs? Are you creating awareness, engagement, etc. here?
STRUCTURING PART 2

Every media channel has its own explanation, which will follow the same basic structure.

- **OOH**
  - The plan for this channel
  - Why?
  - KPIs

- **Online**
  - The plan for this channel
  - Why?
  - KPIs

- **Print**
  - The plan for this channel
  - Why?
  - KPIs
TWO STRUCTURE OPTIONS

By Flight

• Flight 1
  • OOH
    • What, Why, KPIs
  • Online
    • What, Why, KPIs
  • Print
    • What, Why, KPIs
• Flight 2
  • OOH
    • What, Why, KPIs
  • Online
    • What, Why, KPIs
  • Print
    • What, Why, KPIs

By Media Channel

• OOH
  • What (Flight 1, Flight 2, Flight 3)
  • Why
  • KPIs
• Online
  • What (Flight 1, Flight 2, Flight 3)
  • Why
  • KPIs
• Print
  • What (Flight 1, Flight 2, Flight 3)
  • Why
  • KPIs
DELVING DEEPER

• The plan for this channel
  • What are you doing? When? Where? Who? How?

• Why (is this the best option)?
  • How does this plan fit into the overall strategy?
  • How does this reach your target audience?
  • How does it interact with other media channels’ plans?
  • Why are you not doing what you’re not in this space? (If you’re answering this, be sure to keep a positive spin on it.)

• KPIs
  • What are you driving (awareness, engagement, conversions)?
RESEARCH REMINDERS

• Citations should be footnotes with consistent notation
  • Resource/Report/Article Title, Date Published and/or Pulled, URL

• Researching and Re-Researching
  • Part 1 was for Discovery Research, which started from a blank page.
  • In Part 2, you’re doing **Confirmation Research**: using facts and other information to prove that your decisions are airtight.
  • Come up with an idea that you don’t already have evidence for? Research!

FINAL REMINDERS

• Always explain why
• Cite everything you find from an external source

And book an appointment (or a Journalism coach if ADV/PR is unavailable):

http://sites.utexas.edu/moodywriting/advertising-pr/