

# PROPOSITION WORKSHOP

## OBJECTIVE

- ◆ Agree on key insights and integrated proposition

## OUTPUT

- Proposition
  - Communication principles
  - Creative thought-starters

## DATE

- ◆ x

## WHERE

- ◆ x

## WHO

- ◆ X

## PRE-WORK

Populate Slides with the following (3 - 5 charts max each, attached)

1. Business goals and Company insights
2. Target audience with Consumer insights
3. Competitor map with Category insights
4. Implications from Cultural insights

When?	What?	How	Who?
10am	<ul style="list-style-type: none"> <li>• Welcome</li> <li>• agenda</li> </ul>	5 mins	Russ M
10.05	<ul style="list-style-type: none"> <li>• Company Insights               <ul style="list-style-type: none"> <li>○ and business goals</li> <li>○ agree on Insights</li> </ul> </li> </ul>	15 mins	
10.20	<ul style="list-style-type: none"> <li>• Consumer insights               <ul style="list-style-type: none"> <li>• with target audience</li> <li>• agree on Insights</li> </ul> </li> </ul>	15 mins	

<b>10.35</b>	<ul style="list-style-type: none"> <li>● Category Insights <ul style="list-style-type: none"> <li>● with competitor map</li> <li>● agree in Insights</li> </ul> </li> </ul>	15 mins	
<b>10.50</b>	<b>Break</b>	10 mins	<b>ALL</b>
<b>11.00</b>	<ul style="list-style-type: none"> <li>● Cultural insights <ul style="list-style-type: none"> <li>○ with implications</li> <li>○ agree on Insights</li> </ul> </li> </ul>	15 mins	
<b>11.15</b>	<ul style="list-style-type: none"> <li>● Propositional areas <ul style="list-style-type: none"> <li>○ communication principles</li> <li>○ creative examples/</li> </ul> </li> </ul>	15 mins	<b>Groups</b>
<b>11.30</b>	<ul style="list-style-type: none"> <li>● Present back <ul style="list-style-type: none"> <li>○ 3 charts max</li> </ul> </li> </ul>	15 mins	<b>Groups</b>
<b>11.45</b>	<ul style="list-style-type: none"> <li>● Vote on strongest Prop <ul style="list-style-type: none"> <li>○ motivating to the consumer</li> <li>○ differentiating from the competition</li> </ul> </li> </ul>	5 mins	<b>ALL</b>
<b>11.50</b>	<ul style="list-style-type: none"> <li>● Next steps <ul style="list-style-type: none"> <li>○ aligned integration proposition</li> <li>○ communication</li> </ul> </li> </ul>	5 mins	<b>Russ M</b>
<b>11.55</b>	Close and thank-you	5 mins	

## MATERIALS

1. Butchers paper
2. Post It-Notes
3. Pens - fat
4. Water, Coffee & Tea
5. Muffins/Nuts