



StrataTools

**Easy-to-digest and simple-to-apply
strategy & planning tools**

Andreas Krasser
@Schamoni

Volume 1 (2018)

I am currently Chief Strategy Officer at DDB Group in Hong Kong. In 2013, I was named Campaign Asia-Pacific's Planner of the Year for North Asia, and in 2017, I received the Strategic/Brand Planner of the Year title for Greater China. The same year, I was also listed amongst Creativepool's Global Top 100 Influencers.

My job often requires me to facilitate strategic and creative thinking among larger groups, for which I have used and created multiple tools over the years. In an effort to more openly share knowledge and receive larger scale feedback, I have decided to condense some of my more frequently used methodologies into simple one-pagers.

Some StraTools are remixes of classic marketing models, others are original creations. Either way, I hope you find them interesting, inspiring, and somewhat useful. If you happen to actually use them, please do let me know your feedback. I'd be also curious to see if you find ways to build on and enhance any of the StraTools.

Please note that most StraTools are not intended to be used as templates, they are just aides to help guide your thinking when faced with certain marketing strategy related tasks.



ANDREAS KRASSER

Chief Strategy Officer
DDB Group Hong Kong

StraTools OVERVIEW

#01.

WHITESPACE PROPOSITION

Defining a consumer-relevant and differentiated product or campaign proposition

#02.

CONTENT TIERING

Connecting the dots between content strategy and lead generation

#03.

GSD INSIGHTS

Crafting insights that get shit done

#04.

INTEGRATED INSIGHTS MINING

Fusing social listening with traditional research methodologies

#05.

MASH-UP CARDS

Finding inspiration via the power of play

#06.

ELEVATOR PITCH TEMPLATE

Pitching ideas in a matter of seconds

#07.

SPEED INNOVATING

Brainstorming innovative yet actionable ideas in less than three hours

#08.

COMMS MAP

Mapping big ideas against different stages of the customer journey

#09.

CONCEPT BLUEPRINT

Writing concise concept statements for testing purposes

#10.

PERSONA CANVAS

Bringing your target audience to life on one page

#01. WHITESPACE PROPOSITION

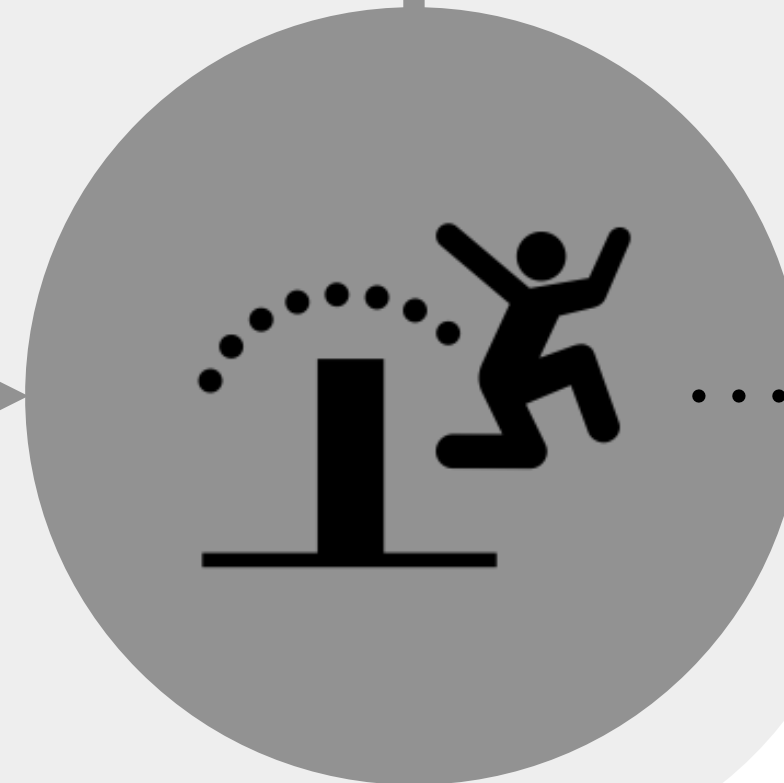
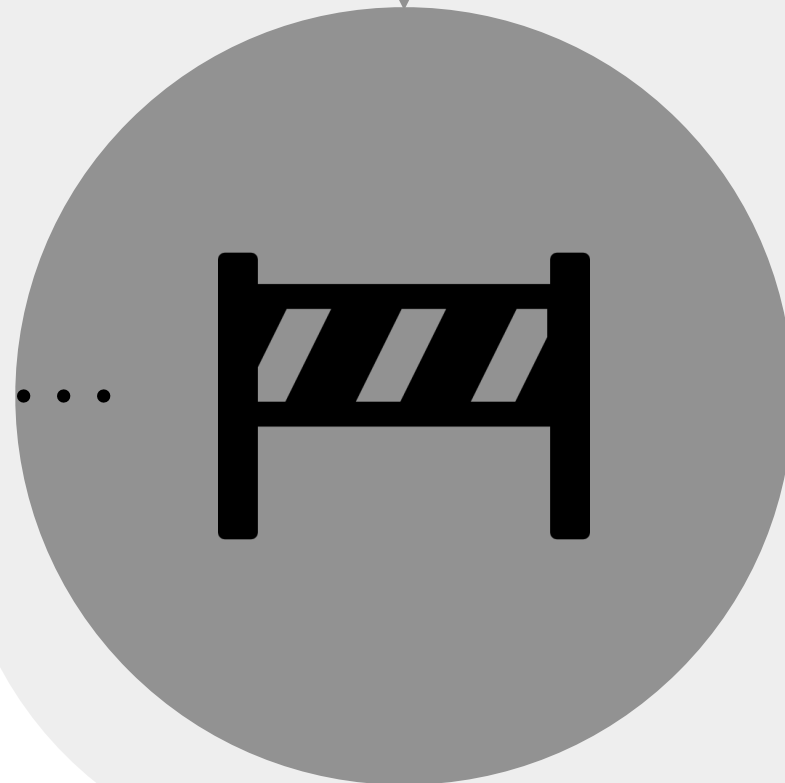
Consumer Tension
What's a current consumer **tension/need** within your category?

01



Category Shortcoming
How is the category responding to this need, and more importantly, what are its **shortcomings** in addressing it?

02



03

Whitespace Proposition
How do you express your unique response/offer in a **single-minded** manner?

04



Brand Truth
How can your brand or product **step in** and fill/overcome the category's shortcoming(s)?

#02. CONTENT TIERING

Target Audience Pool

HOOK

In this tier, provide content that aims at generating your audience's interest in regards to a specific topic.

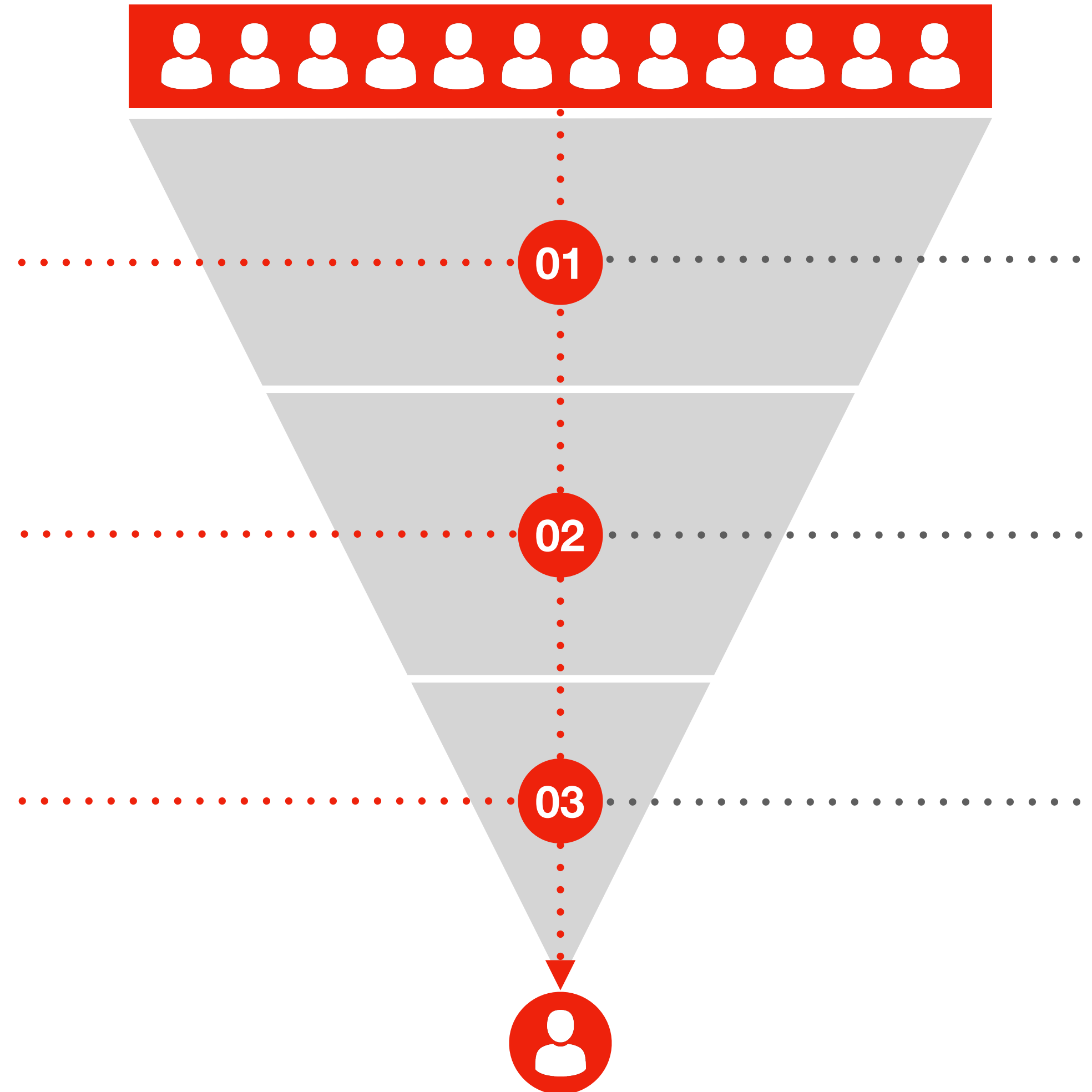
INFORM

Building on the interest generated in Tier 1, delve deeper into the topic and highlight different angles/concerns.

TRIGGER

In tier 3, put a product-related spin on the topic, indicating how your company/product can help.

Lead Generation



Stressed Starfleet Captains

HOOK

10 Ways to avoid burnout from boldly going where no one has gone before.

INFORM

The mental health benefits of leisurely space travel.

TRIGGER

The best relaxation packages on the pleasure planet Risa, tailored to the needs of busy starship captains.

“Shut up and take my Latinum!”

#03. GSD (Get Shit Done) INSIGHTS

What is a reality you see in regards to your audience and their connection to the category or product?

Why is this happening? What's a possible explanation for the observed connection?

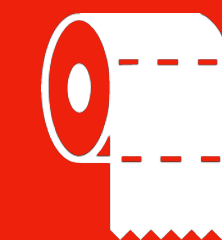
If that's true, then **why** is your audience **not** buying/considering/re-purchasing/advocating your product/brand?



OBSERVATION



EXPLANATION



GSD INSIGHT

WHAT?

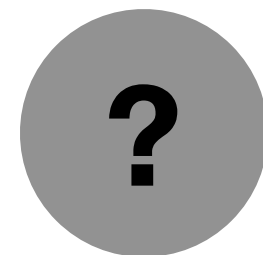
Many Klingons like fruit juice.

WHY?

Many Klingons like fruit juice, because of its sugar content and the associated rush of pleasure.

WHY NOT?

Many Klingons feel embarrassed to admit they enjoy drinking beverages that don't seem very "warrior-like".



#04. INTEGRATED INSIGHTS MINING

STEP 01. LANDSCAPE AUDIT



Understand previous research outcomes and related **secondary sources** to develop hypotheses or research questions.

STEP 02. SOCIAL AUDIT



Gain insights into what people talk about in the **social media space** in regards to a specific category and also how they talk about it.

STEP 03. QUALITATIVE AUDIT



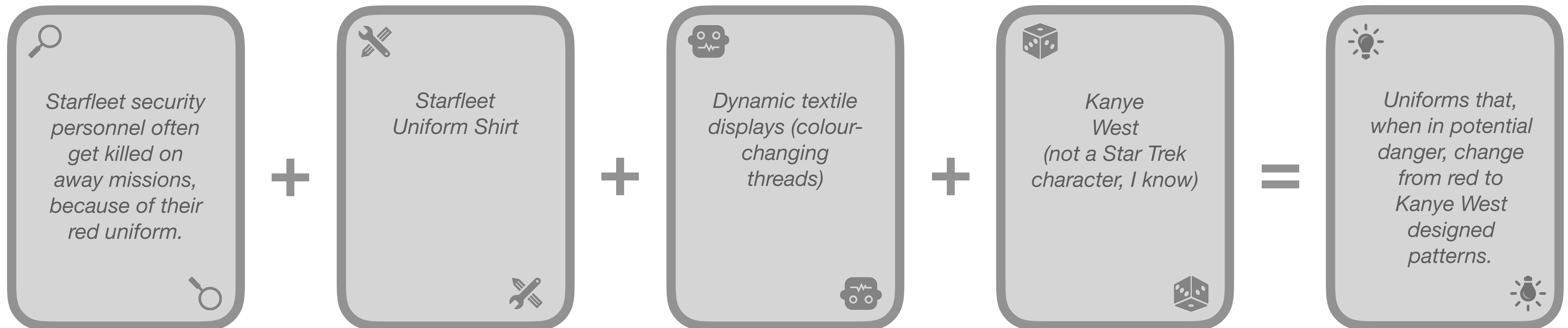
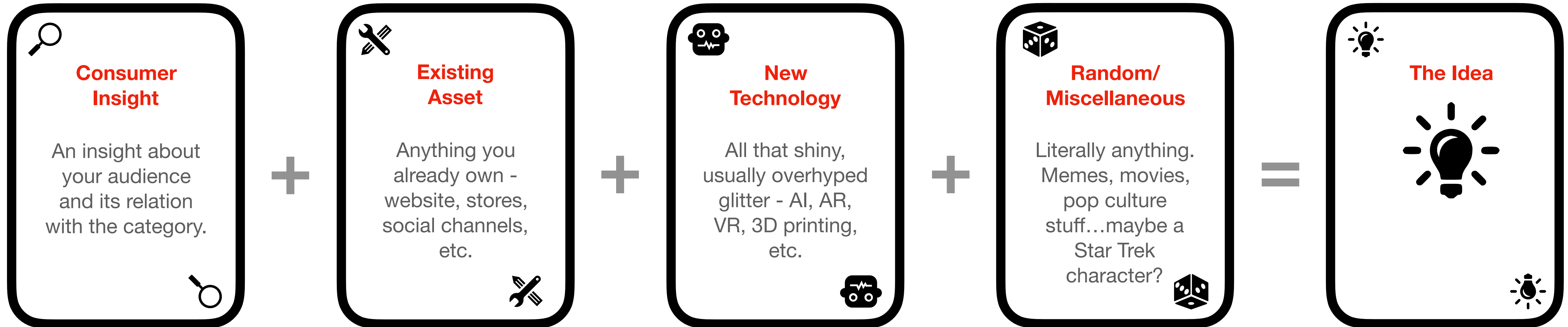
Obtain an **in-depth understanding** of core audiences in regards to themes and sentiments identified by social consumer audit.

STEP 04. QUANTITATIVE AUDIT



Test **quantifiability** of insights generated through blending social and qualitative consumer research.

#05. MASH-UP CARDS



#06. ELEVATOR PITCH TEMPLATE

EXPECTED OUTCOME

A top line forecast of expected results - brand metrics, business metrics, etc.

CHALLENGES

An objective point of view on potential challenges and hurdles that could appear along the way.

COMPLEXITY

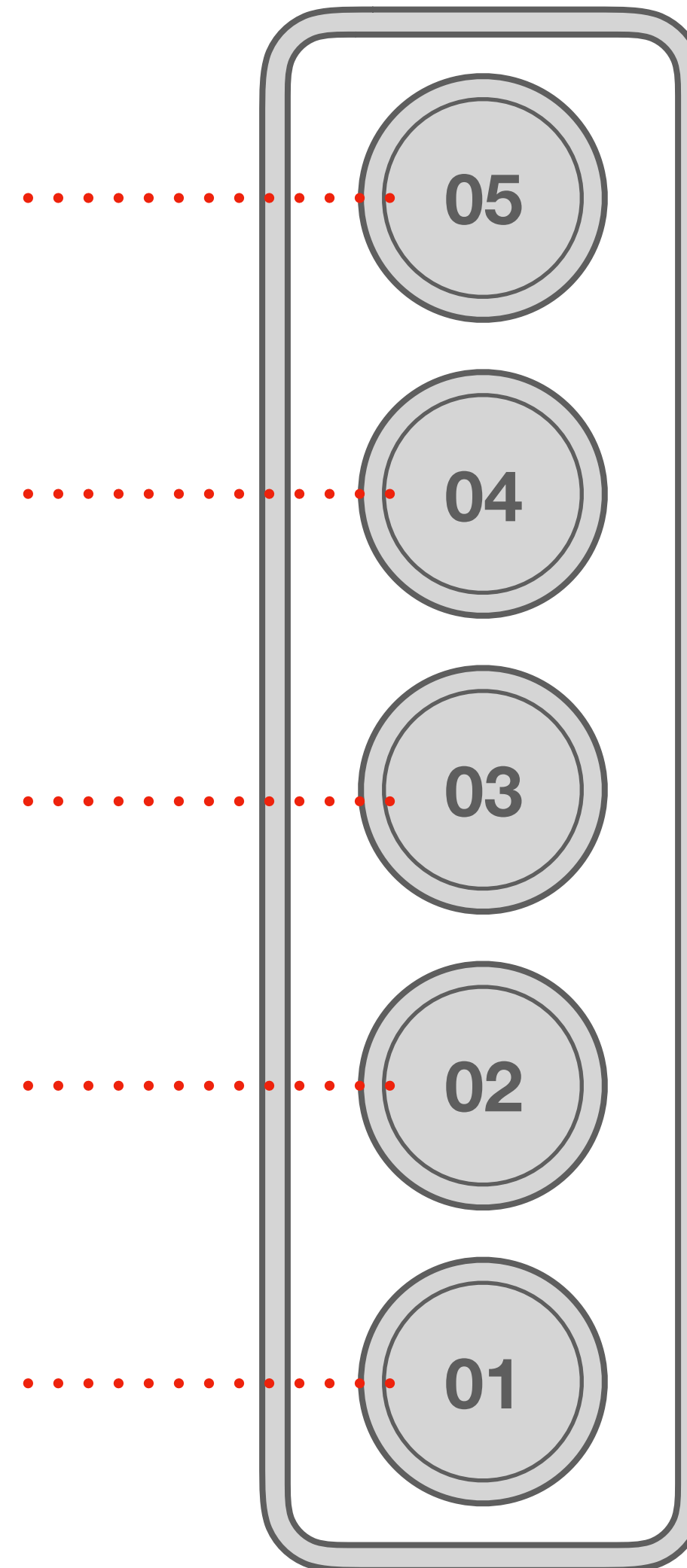
An overall assessment of the idea's complexity against the parameters of *Low/Medium/High*.

MECHANICS

A brief overview of how the idea is executed, and what elements are needed to bring it to life.

THE HEADLINE

A catchy statement that explains the very core of the idea.



EXPECTED OUTCOME

Higher survival rate of 'Redshirts' during away missions. More job applications to Starfleet Security.

CHALLENGES

Starfleet-internal processes, politics, and existing supplier agreements.

COMPLEXITY

In the 21st century, rather high due to technological limitations. In the 23rd century, probably very low.

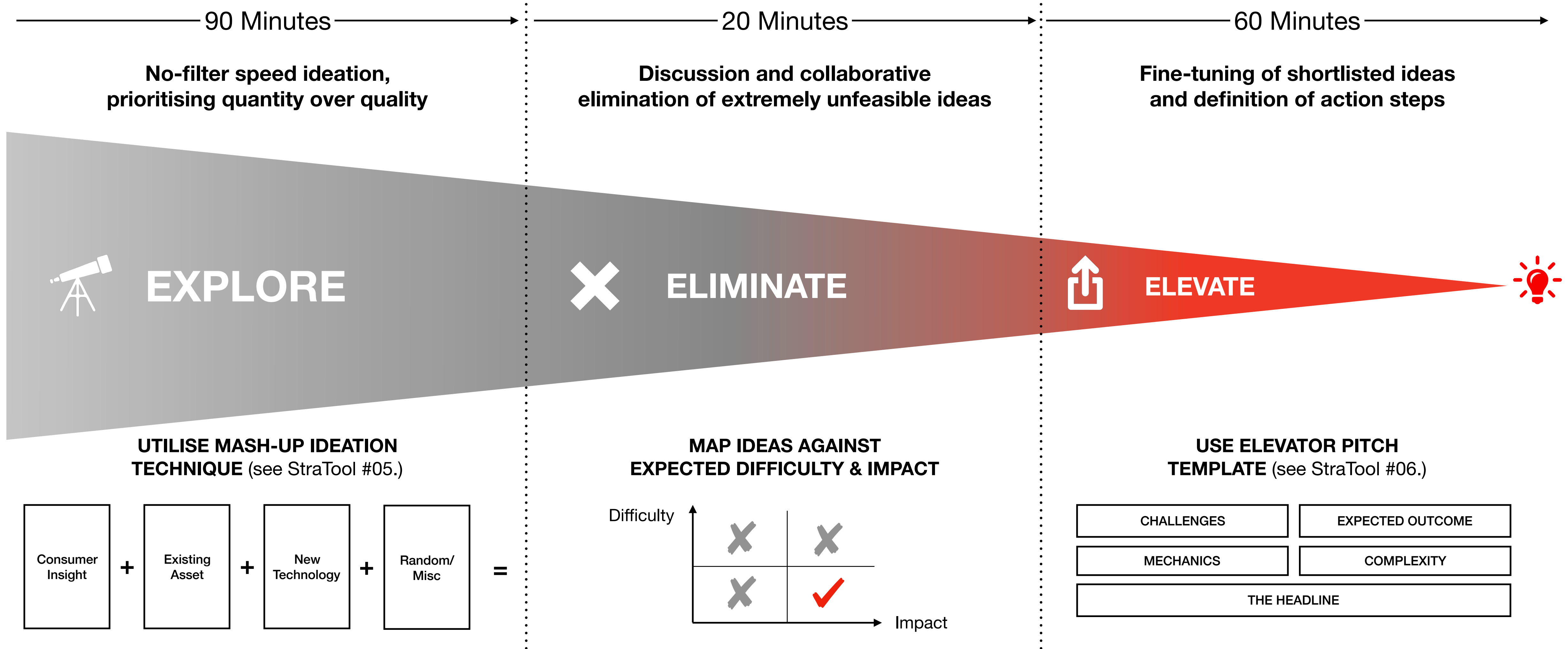
MECHANICS

Produce uniforms using dynamic textile displays, also known as colour-changing threads.

THE HEADLINE

Redshirt 2.0 - a colour-shifting Starfleet uniform to protect security personnel on away missions.

#07. SPEED INNOVATING



THE ORIGINAL THOUGHT/BIG IDEA - UN-STRESS ON RISA: RESISTANCE IS FUTILE

| | BARRIER | ROLE OF COMMS | DESIRED RESPONSE | CHANNEL FOCUS | KPIs |
|---------------|--|--|---|--|--|
| | <p>What is the biggest hurdle our comms needs to overcome at this particular stage of the customer journey?</p> | <p>What does our comms have to do in order to break through the barrier?</p> | <p>What's the desired outcome - the behaviour or perception change?</p> | <p>What kind of channels/platforms will be best suited to get the job done?</p> | <p>How will we measure success at this stage of the customer journey?</p> |
| AWARENESS | <p><i>Our audience, stressed Starfleet personnel, might not know that the pleasure planet Risa specialises in absolute relaxation.</i></p> | <p><i>Establish Risa as the perfect destination to avoid burnout from boldly going where no one has gone before.</i></p> | <p><i>"Wow, this seems like something for me. How come I didn't know about this?"</i></p> | <p><i>The 24th century equivalent of TV, OOH, and Online Video, etc.</i></p> | <p><i>Unaided awareness, views</i></p> |
| CONSIDERATION | <p><i>Our audience might think Risa's relaxation packages are not specifically tailored to their needs.</i></p> | <p><i>Inform about the vast variety and customisation options of Risa's relaxation services.</i></p> | <p><i>"They really go the extra mile for their customers. Let me get in touch with them."</i></p> | <p><i>The 24th century equivalent of Website, Events, etc.</i></p> | <p><i>Website traffic, increase of enquiries, engagement</i></p> |
| ADVOCACY | <p><i>Our audience might not want to appear boasting about their shore leave.</i></p> | <p><i>Give our audience a 'socially acceptable' reason to share their experience on Risa.</i></p> | <p><i>"It would be really mean not to tell my colleagues about this experience. They could really benefit from doing the same."</i></p> | <p><i>The 24th century equivalent of Facebook, Instagram, Snapchat, LinkedIn, etc.</i></p> | <p><i>Shares, number of social mentions & positive social sentiment</i></p> |

#09. CONCEPT BLUEPRINT

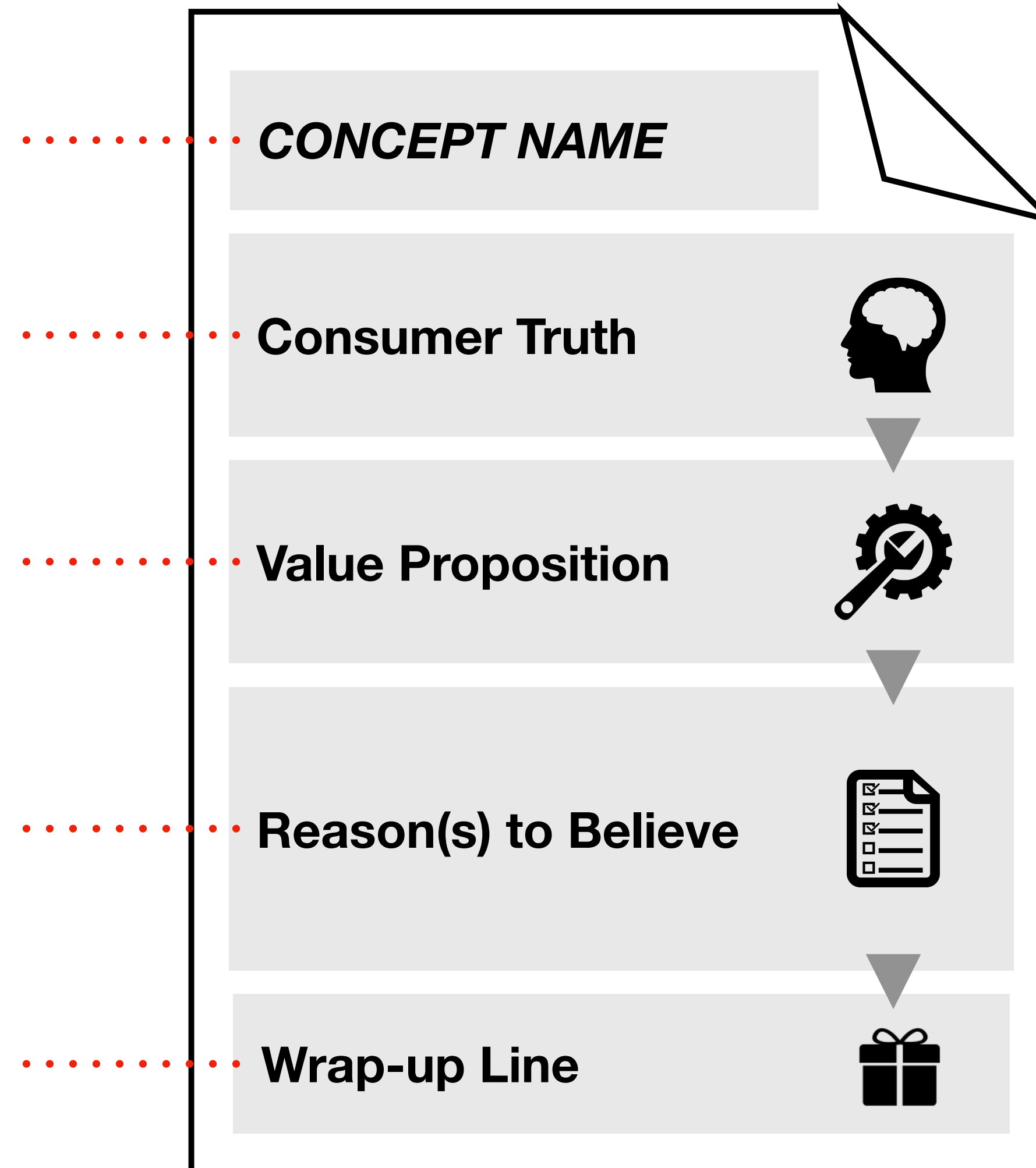
A short name, explaining the **overarching angle** of the concept.

An **assumed consumer truth**; one to two sentences, often addressing the audience directly.

A brief explanation of **how** your brand or product can respond to the consumer truth.

A breakdown of all the **attributes** that proof your value proposition is not just an empty promise.

A **punchy line**, expressing the essence of the concept in just a few words.



A WARRIOR'S DRINK

Don't you find it annoying to always have to drink Klingon Bloodwine during victory celebrations? And how about that hangover the next day?

We believe there is a way to drink like a warrior without having to battle that horrible Bloodwine headache. Introducing Kahless Prune Juice.

Made only from carefully selected, sweet prunes, our juice contains eight different vitamins and minerals that will help you to start each day battle-ready.

A warrior's drink, without the hangover

#10. PERSONA CANVAS



Demographics

Name
Age
Occupation
Marital Status
Income
Education

Aspirations

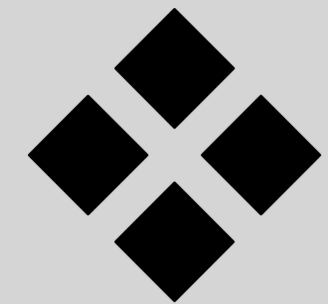
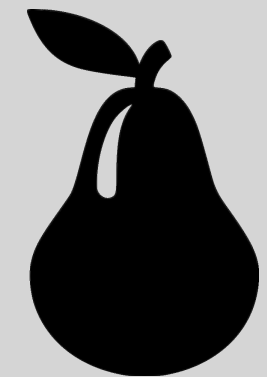
*What is it that drives your audience?
What does she/he want from life?
What gets her/him out of bed every day?*

Worries

*What worries your audience?
What keeps her/him awake at night?
What are her/his biggest fears in life?*

Preferred Brands

Insert logos of your audience's most favourite brands.



Category Habits & Behaviours

*What's your audience's connection to the category?
What does she/he look for?
What annoys her/him about the category?*

Influencers

*Who are the people your audience looks up to?
Who are the people she/he listens to?*

GLOSSARY (for all the Non-Trekkies)

Bloodwine

Bloodwine is a popular alcoholic beverage among Klingons, best served warm. As with many Klingon foods and beverages, it is not for the faint of heart. Bloodwine is known to be highly intoxicating; it is twice as potent as whiskey.

Kahless

Kahless is a legendary myths-historical Klingon figure. He was the first Warrior King and Emperor of the Klingon Empire, known as the 'greatest warrior of them all'.

Klingons

The Klingons are a humanoid warrior species that originated from the planet Qo'noS. They are a proud, tradition-bound people who value honour and combat.

Latinum

Latinum is a rare silver-coloured liquid metal that is used as currency by the Ferengi Alliance and many other worlds. Latinum is usually suspended within gold as binding medium to produce gold-pressed latinum.

Redshirt

Redshirt is a term used by fans of Star Trek to refer partially to the characterisers who wear red Starfleet uniforms, and mainly refer to those characters who are expendable, and quite often killed.

Risa

Risa is an inhabited Federation planet, designated as a 'pleasure planet'.

Starfleet

Starfleet is the deep space exploratory and defense service maintained by the United Federation of Planets. Its principle functions include the advancement of knowledge, science and technology, and the facilitation of diplomacy.

Trekkie

A fan of the US science fiction television program Star Trek

Source: <http://memory-alpha.wikia.com>

The logo consists of a white circular icon containing a stylized leaf or flame shape, positioned to the left of the brand name.

StrataTools