

MAKE **YOUR BRAND** MEMORABLE

By Bringing the Science of Performance to Branding

Retail@Google 2014

COLLECT THE SIGNALS

List all the signals that are available for you in the categories below, feel free to include any additional categories

CRM



ANALYTICS



GOOGLE



APIs



SOCIAL



DELIVERED MEDIA



3rd PARTY DATA



SEGMENT YOUR STRATEGY

Use the strongest signals you noted in the collect stage to design a strategy for the brief

Write the business objective here:

SIGNAL CATEGORY

SIGNAL CATEGORY

SIGNAL CATEGORY

SIGNAL CATEGORY

SEGMENT DESCRIPTION

ENGAGE WITH THE MESSAGE

Explain what the delivery looks like and what signals you can collect to evolve the audience definition

1

Describe your segment here...

Design your ad anatomy here...

Think about your media here....

Note your bought signals here...

2

Describe your segment here...

Design your ad anatomy here...

Think about your media here....

Note your bought signals here...

DELIVER THE MESSAGE

Note what the delivery looks like and what signals you can collect to evolve the audience definition

Title.....

Description...

What does it look like....