LIST OF PROJECTS

Completing all 24 projects will inform the development of your phrase that pays and will improve your overall marketing communication effort. If time is at a premium, complete the projects listed below that are shown in ***italics*** (also refer to Pg. 9 of <u>What's Your Phrase that Pays?).</u>

1) ***Write down your business story; what was your 'aha' moment?*** (Pg. 17)
2) ***Based on Project #1, create a work-in-progress Phrase that Pays*** (Pg. 27)
3) Assess the result of Project Two using the MARK test (Pg. 32)
4) ***List your perceived differentiators*** (Pg. 32)
5) Determine your true sales potential (Pg. 34)
6) Supermarket ketchup survey (Pg. 39)
7) Analyze your current marketing materials (Pg. 40)
8) ***Ask some of your customers to analyze your marketing materials*** (Pg. 40)
9) *Begin completing the Situation Analysis* (Pg. 47 & 105)
10) ***Have your management, employees and select customers analyze your capabilities and identify your strongest differentiation*** (Pg. 50)
11) Complete the Concept Grid (Pg. 56)
12) ***Describe your primary market; create your "lead character"*** (Pg.67)
13) ***Gather and analyze the secondary research*** (Pg. 69)
14) Review the industry trade journals for the last year (Pg. 69)
15) ***Conduct the Convenience Poll*** (Pg. 72)
16) Conduct the Likert Survey (Pg. 73)
17) Conduct the in-depth interviews (Pg. 75)
18) Conduct your geographic research (Pg. 76)
19) ***Conduct the Competitive Analysis*** (Pg. 79)
20) Discuss your marketing communication and advertising strategy with your employees (Pg. 81)
21) Conduct the Mystery Shop (Pg. 82)
22) ***Complete the Differentiation Grid*** (Pg. 84), then:
    o Refine your work-in-progress phrase that pays to its final incarnation and:
        • Submit your refined phrase that pays to the MARK test (Pg. 30)
        • Field test your phrase that pays if it passes the MARK test (Pg. 84)
    o Then develop your creative to focus on and promote your phrase that pays;
23) ***Select your media, schedule your campaign and implement*** (Pg. 99)
24) Create, measure and implement a prioritized activity (Pg. 101)

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