

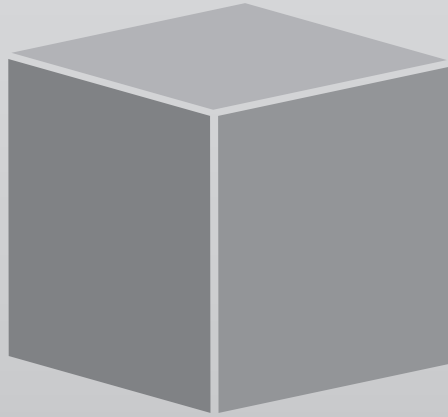


ROSTAMITM

creative road map

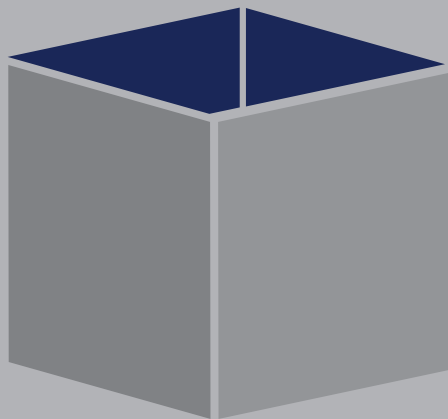
Challenge

“ Need an effective design ”



Solution

“ We've got the solution ”



Creative Process

Creativity is an exciting process which requires a road map to keep us on track. We like to think of this map in these terms.

Challenge

Need an effective design? In order to create an effective design we must first look at your company & do some research into its current position.

This is the challenge recognition stage which some businesses take on lightly! Identifying your challenges is the first step in producing a solution & some of the things we look at are:

Key Facts

- attributes - features - benefits

Objectives

- instant - permanent

Target Audience

- primary - secondary

Competition

- local - national

Solution

We've got the solution, once the challenge has been identified the creative solution (our expertise) begins.

These are some of the steps involved:

Focal Point

Creative Strategy

- position - image - statement

Big Bang

Tactics

- instant - permanent

Target Audience

- medium - message

Execution



c o n t a c t u s

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