

The image features a solid blue background. A white diagonal stripe, outlined in blue, runs from the top right corner towards the bottom left, creating a sense of movement and depth. The text is positioned on the left side of the blue area.

POWERFUL PROPOSITIONS

GENIUS/STEALS



**What is
a proposition?**

WHAT IS A POWERFUL PROPOSITION?

THE IDEA BEHIND THE IDEA

key selling proposition // unique selling proposition
single minded proposition // emotional selling proposition
key message // one memorable thing // tension
// the one essential truth // the promise //
the single most important thing

WHAT IS A POWERFUL PROPOSITION?

Typically, this sentence **combines or results from** the five essential ingredients of the creative brief

Communications objective

Product benefits

Insight

Brand Personality/Character

Target audience

BRAND PROP VS CREATIVE PROP

Brand Proposition

What does the brand promise? What problem are we solving?

Written by: the client / product manager

Written for: the agency partners

Creative Proposition

What is the one thing that the ad needs to communicate?

Written by: the agency strategist / planner

Written for: the creative team

BRAND PROP VS CREATIVE PROP

Let's look at the difference between how the two come to life

Brand Proposition

What does the brand promise? What problem are we solving?

SNICKERS® brand handles your hunger so you can handle, well, anything.

SNICKERS

Creative Proposition

What is the one thing that the ad needs to communicate?

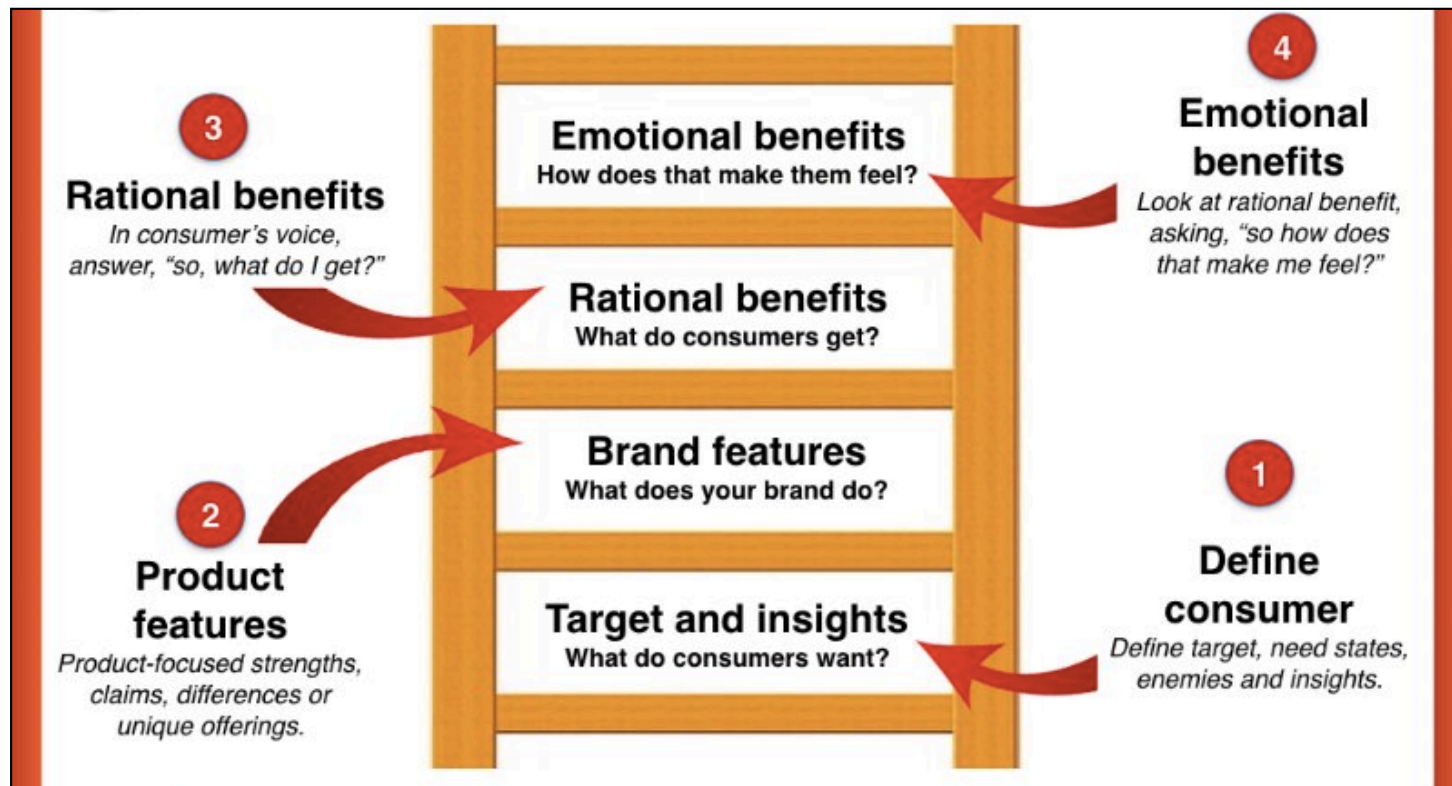
You're not you when you're hungry

THE KEY THING IS FOCUS

ONE BRIEF = ONE SINGLE THING

((**one thing** about the *brand* or the *consumer* or the *culture*))

IN CLASSIC PLANNING, YOU MIGHT START HERE...



**What are some
ways in?**



WHEN PROPS BECOME CONSUMER-FACING

Just do it. (*Consumer*)

We're #2. We try harder. (*Competitive*)

When it absolutely positively has to be there overnight. (*Benefit*)

The milk chocolate that melts in your mouth, not in your hand. (*Benefit*)

A diamond is forever. (*Culture*)

A FEW WAYS IN...

- Summarize your brief in a sentence
- Combine a truth about the company with a human insight
- Write in short words with active verbs
- Surprise people; Write something unexpected
- Get / To / By

GET / TO / BY : EXPLAINED

“Get” is all about who you are trying to win over. “Get... your target audience”.

“To” is all about your business objective, what are you trying to do? “To do what... to commercially impact our brand”.

“By” is all about your marketing objectives. What mindset shift do you want to create from your communication. How do you want to change people’s feelings and thoughts about your brand? This is about getting people to purchase your brand by telling them something that seduces and persuades them.

Thanks!

The image features a solid blue background. On the right side, there is a white geometric shape that resembles a stylized '7' or a parallelogram with a diagonal line. The shape is outlined in blue and has a white fill. The word 'Thanks!' is written in a bold, white, sans-serif font on the left side of the blue background.