Strategy Decision Process

Account: **Date:**

	Strategy 1:	**Strategy 2:**	**Strategy 3:**	**Strategy 4:**	**Strategy 5:**	**Strategy 6:**	**Recommended Strategy**
Competitive Arena (What brands/products do we compete with and/or are most vulnerable; what state of mind/behavioral habits need to be displaced?)	.	Same as Strategy 1	Same as Strategy 1	Same as Strategy 1	Same as Strategy 1	Same as Strategy 1	**(Which strategy is preferred and why? How is it superior to the other strategies?)**
Prospect Profile (Key demographics, psychographics, product usage, needs/attitudes/values.)		Same as Strategy 1	Same as Strategy 1	Same as Strategy 1	Same as Strategy 1	Same as Strategy 1	
Key Consumer Benefit							
(What is the most leverageable benefit brand can exploit?)							
Underlying Rationale For this Strategy (What are reasons to support/pursue strategy vs. arguments that refute strategy?)	PRO: • CON: •	PRO: • CON: •	PRO: • CON: •	PRO: • CON: •	PRO: • CON: •	PRO: • CON: •	