OMD DESIGN

And twenty modules (or decisions) to help us deliver against those stages…

1. DESIGN BRIEF
What are the objectives and what do we believe will be needed to achieve them?

2. GROWTH MAPPING
Where will the required growth come from?

3. INVESTMENT PLANNING
What will the required budget be to achieve the growth OR what growth will we achieve from the supplied budget?

4. CHALLENGE STATEMENT
What is (are) the required behavioural change(s) amongst potential customers to achieve the state business growth?

5. MEASUREMENT FRAMEWORK
How do we define the clients business objective (outcome) and how will we measure success (KPIs)?

6. WHERE TO PLAY
In which areas of the consumer experience should we focus our marketing efforts to achieve our business outcomes?

7. CLUSTERING AUDIENCES
How do I divide up my growth audience (decision 4) into audience clusters?

8. AUDIENCE INSIGHTS
How do I create more valued and valuable experiences for my audiences?

9. DEFINE COMMS TASK
How do I build a comms task for each segment?

10. ORGANISING STRATEGIC THEME
What is my Organising Strategic Theme?

11. BIG IDEAS
Is there a need to create a deeper connection (platform/experience/content), and if so, how do we develop it?

12. MAPPING TASKS
How do I map my comms tasks across channel typologies?

13. CHANNEL PLANNING
How do I prioritise and allocate budgets against audiences and touchpoints to maximise my goals?

14. MEDIA TACTICS
What are the best media and messaging tactics and partner solutions by audience to deliver the right consumer experience?

15. EXPERIENCE MAP
How can I best visualise representation of the connected consumer experience?

16. INVESTMENT APPROACH
What is the investment approach required to deliver the optimal plan?

17. TACTICAL RECOMMENDATIONS
What are the tactical recommendations which align to our investment plan?

18. IMPLEMENTATION AND OPTIMISATION
What are the implementation and optimisation guidelines that enable us to maximise performance against campaign objectives?

19. MEASUREMENT AND REPORTING
What measurement and reporting solutions are required to measure our campaign objectives and capture learnings?

20. CAPTURING LEARNINGS
How am I constantly capturing learnings and surfacing insights to optimise and inform the next plan?