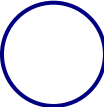
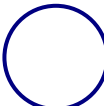
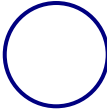


Communication Strategy ScoreCard

	Rework (0)	Below Standards (5)	Meets Standards (10)	Score (Total Points)
<p>Target-Customer Segment</p> <p><i>At whom is this message targeted? Detailed description going beyond "sorta" - demographics and/or generic needs! 2X</i></p>	<p>Non-specific, vague target definition (e.g., HCPs, Oncologists, etc.)</p>	<p>Description includes some but is neither clear or complete regarding all 3 strategic components: Demo-Psychographics, Patient-Condition, Current Usage & Dissatisfactions, Needs</p>	<p>Clear and complete description that leads to needs the brand can win with (that have been quantified with marketing research)</p>	<p>Max points = 20</p> 
<p>Communication Behavior Objective</p> <p><i>What SMART "behavior" does the Brand need to accomplish through its advertising/communications? 2X</i></p>	<p>No Com Behavior Objective or not real as defined by influencing a customer behavior such as: adoption, compete effectively, or trade-over</p>	<p>Contains appropriate Com Behavior Objective but lacks quantifiable value such as "get 15% of OC customers to adopt brand X for 20% of eligible patients ..."</p>	<p>Contains appropriate Com Behavior Objective that is SMART (i.e., Specific, Measurable, Achievable, Relevant to the Brand's Business Objectives), and is Timebound</p>	<p>Max points = 20</p> 

Communication Strategy ScoreCard

	Rework (0)	Below Standards (5)	Meets Standards (10)	Score (Total Points)
<p>Key Thought (Benefit/Belief)</p> <p><i>What are you promising your Customer – MUST directly address Target-Customer's Need(s) and Customer Insight</i> 4X</p>	Key Thought either lacks clear link to Target Needs and/or non-essential multiple benefits presented and/or lacks meaningful implicit or explicit point-of-difference versus competition	Some but not all of the essential elements noted in the aforementioned section	Single-minded benefit statement (that directly addresses relevant Target's Needs and Customer Insight in a compelling or at least "new sounding" manner)	<p>Max points = 40</p> 
<p>Reason-To-Believe</p> <p><i>Why should Target-Customer believe your Key Thought (Benefit claim)? What are the "intrinsic" What are the "extrinsic" 2X</i></p>	Lacks substantiated support for each claimed benefit or it is another product benefit claim	Legitimate intrinsic and/or extrinsic support that is generally well-linked to each benefit claimed; has some "dangling" RTB's	Legitimate intrinsic and/or extrinsic support that is directly linked to each benefit claimed. Each RTB support point serves to differentiate the brand versus competition. The mere mention of the support automatically triggers the benefit claim.	<p>Max points = 20</p> 