

Product Outline:

- 1. What is the objective of this campaign?**
- 2. Why should this product be marketed to 18-24 yr olds?**
- 3. Why are the websites chosen best suited for the 18-24 yr old market?**
- 4. What is the overall message of the campaign?**
- 5. What is the ONE MAIN consumer benefit this product wants to communicate?**
- 6. Why should the consumer believe you?**
- 7. What does this campaign want the consumer to do?**
- 8. How will the success of this campaign be measured?**