



Account Planning 101

Brand Identity Brainstorm

First, what is account planning?

- Account planning brings the consumer into the development of advertising.
- The role of account planning is to identify, understand, and expand the target market, along with unlocking insight that creates value between the consumer, the brand, and the category.
- These thoughts and observations are later crunched into a document called a creative brief.
- The creative brief is then used to inspire advertising campaigns and other marketing communications.

The role of an account planner

- Account Planners (also known as “Planners” or “Strategists”): serve as the voice of the consumer.
- “Account Planners should keep up with the ‘pulse of culture.’ They should constantly read up on different industries, consume tons of media, and be prolific with social media.” (Dr. Carol J. Pardun)

The brand

- “Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product.” -Elon Musk of Tesla
- Most people think of research first, since it is the main component to any planning. But before you dive into the focus groups, surveys, in-depth interviews, etc.; figure out what the brand represents to many consumers.

Activity: brand ID brainstorm

The screenshot shows the official website for S.PELLEGRINO. At the top, there's a navigation bar with icons for menu, social media (Facebook, Pinterest, YouTube, Instagram), a search bar, and a "BUY NOW" button. The main visual features a close-up of two tacos garnished with lime wedges and cilantro. Overlaid on the image is a graphic with a red location pin and the text "EXPLORE THE TASTE GUIDE". Below this, a subtext reads: "Follow along as renowned chefs show you the best spots to eat, drink and discover." A "DISCOVER MORE" button is located at the bottom of this section. At the very bottom of the page, there's a footer with a URL: https://itinerariesoftaste.sanpellegrino.com/us/?utm_source=SPWebsiteUS&utm_medium=WebLink&utm_campaign=IOTUS.



Activity: brainstorm profile

- Name
- Gender
- Age
- Career
- Income
- Familial ties/values
- Stores frequented
- Personality
- Interests/hobbies

Fun fact

- Most agencies and companies have began to follow the method of creating profiles for inanimate objects.
- Hypothetically going from names and lifestyles to cars brands driven and vacations taken, it allows the company to gage the current market/expand it as well.

Analytics

- Analytics play a huge role in determining what consumer profile fits your brand.
- Most analytics sites are able to dig into demographics, psychographics (the study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research), and interests.
- MRI (Mediamark Research Intelligence) can also be used to obtain indexes (income, career, age, etc.)
- Sprout Social (performance across social media platforms)
- Google Analytics (good at measuring social ROI---return on investment, which allows the company to see what it is getting back from the time, money and resources that are put toward social media efforts).

Conclusion

- Once completed with building the basic consumer profile, you are set to determine whether to capitalize off of your initial target market or branch out to another market.

Sources

<https://www.linkedin.com/pulse/what-comms-planner-vs-media-brand-digital-strategist-larissa-hayden>

<https://sproutsocial.com/insights/social-media-analytics-tools/>

<http://customer-profile.com/food-and-drink/beverages/soft-drinks/san-pellegrino-customer-profile.html>