Strategic Message Planner: Mark W. Stephens Worldwide

**Client and Product**

Mark W. Stephens Worldwideis a new and exciting product that can always be trusted. People turn toward Mark W. Stephens Worldwideto find a product of extreme dedication, approachable personality and unwavering trust.

Mark W. Stephens Worldwidehas been actively serving the community since 1990. The brand has been internationally advertised since 2003. Mark W. Stephens Worldwide has been tried and trusted by thousands of people across the globe.

Product testing has proved that Mark W. Stephens Worldwidecan successfully cater to a diverse audience while simultaneously fostering a personal connection with all.

**Target Audience**

The target audience for this product is anyone who comes into contact with Mark W. Stephens Worldwide. The immediate audience is college aged students located on the Stillwater campus. The Stillwater campus represents a potential reach of roughly 19,000 students. Many of the potential receivers of Mark W. Stephens Worldwide will be students seeking personal friendships and long term connections.

The brand will be expanded in the coming months to include professional employers offering summer internships.

**Benefits**

Mark W. Stephens Worldwide is a product that is dedicated and trustworthy. Consumers are instilled with confidence knowing the brand holds such admirable qualities.

**Current Brand Image**

The brand is seen by the target audience as trustworthy and dedicated. The image as a whole remains primarily consistent with only minor digressions.

**Desired Brand Image**

Mark W. Stephens Worldwide is known internationally as a symbol of reliability and dedication. People approach the brand with unquestioning trust.

**Direct Competitors Images**

Direct Competitors are students in the school of Media and Strategic Communications with similar qualities. These students are advertising majors and are also seen by the target audience as trustworthy and dedicated.

**Advertising Goal**

To convince the target audience that Mark W. Stephens Worldwide is an international brand associated with dedication and trust.

**Strategic Message**

Mark W. Stephens Worldwide is a brand that, no matter the situation, can be trusted to complete a task in a satisfactory manner.

**Message Support**

Feature Benefit

Actively involved in campus organizations Shows dedication and community involvement

Well above average grade point Knows how to manage priorities

Wide range of friends and activities Can relate personally with multiple groups

People seek personal advice Shows trust in the brand