**Strategic Message Planner: Brand KATE**

**Client and Product**

Brand KATE is a confident, loyal psychology counselor. For a better understanding of one’s self, clients rely on Brand KATE for the tools to live a happier, healthier life.

**Target Audience**

The target audience for this ad is people suffering with low self-esteem or depression, and those wanting to overcome a family tragedy or crisis.

**Benefits**

With Brand KATE, you will discover how to take charge of your life, learning better exercise habits and how to reveal the core problem or issue by journaling thoughts and experiences, enabling you with confidence in yourself to overcome anything.

**Current Brand Image**

Brand KATE is a loyal friend, who is sweet and confident, but a little wild. She is honest and reliable, however, somewhat self-centered and judgmental.

**Desired Brand Image**

Brand KATE incorporates her passion for writing, fitness and psychology to help others lead a healthier, more well-rounded and confident life.

**Advertising Goal**

To persuade target audience members to seek me for encouragement and help to give better direction and fulfillment to their lives.

**Strategic Message**

Brand KATE provides you with the tools to stay positive, live healthier—mentally, physically and spiritually, and have a better understanding of the meaning of your life.

**Supporting Benefits**

Feature Benefits

KATE is patient Don’t feel pressured or rushed

Loving She honestly cares about you wants to help

Healthy and fit Health

Strong writer Learn to journal thoughts and find the problem

Christian motivator Become closer to God

Confident Find confidence in yourself

Social Learn better communication skills

**Need Direction?**

Let Brand **KATE** show you how to live healthier—mentally, physically and spiritually.

Want more joy and less negativity? Brand **KATE** teaches you how to alter your thoughts, emotions and actions with her psychology counseling services. Brand **KATE** is loyal, patient and confident. With her knowledge and passion for fitness and writing, Brand **KATE** provides each client with a better understanding of the meaning of life. You will learn how to take charge of your life, learning better exercise habits and how to reveal the core problem or issue by journaling thoughts and experiences, enabling you with confidence in yourself to overcome anything. Brand **KATE** provides the encouragement and motivation you deserve. Whether you struggle with low self-esteem, depression or have gone through a family tragedy or crisis, Brand **KATE** has what you need to give your life direction and purpose.

Call 555-2522 for appointments.