

WARC

Strategy Toolkit

A guide for users

www.warc.com/strategytoolkit

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About this product

- The Strategy Toolkit is a learning product designed to build the expertise of marketing strategists.
- It combines essential reading around major strategy issues, video interviews, real-life examples and ways to embed the ideas into a strategist's everyday role.
- It has been developed by WARC, in association with The Effectiveness Partnership.
- The Strategy Toolkit can be accessed at www.warc.com/strategytoolkit

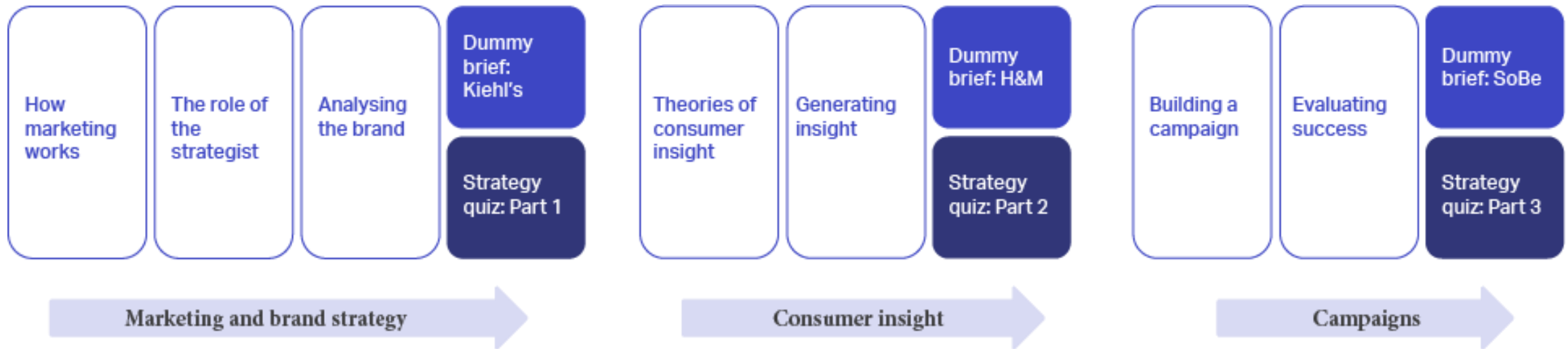
Three ways to use it

You can use the product in three different ways:

1. Work through the modules as a 'course' in strategic thinking;
2. Supplement your organisation's existing training schemes with industry-leading thinking;
3. Refresh your knowledge around a key strategic skill whenever you need to.

The learning path

- The Strategy Toolkit can be used as a course, perfect for junior- to mid-level strategists.
- We have developed a 'learning path' to guide users through the different elements of the product.



What you'll learn

There are seven modules, each one reflecting a key knowledge area for strategists.

These are split into three strands:

1. Marketing and brand strategy
2. Consumer insight
3. Developing and measuring campaigns

Marketing & brand strategy

Learn the essentials of marketing thinking, the changing nature of the strategy 'role', and methods of brand analysis

1. How marketing works

- Marketing and value creation
- Buying patterns and brand growth
- How advertising works
- Strategic foundations

2. The role of the strategist

- Why are strategists needed?
- Strategic approaches
- How is strategy changing?
- Emerging skillsets
- Strategy across markets

3. Analysing the brand

- What is a brand?
- Brand positioning
- Brand analysis models
- Brand types and semiotics
- Assessing brand performance

Consumer insight

Get to grips with key theories on consumer behaviour, and discover best practice in the insight generation process

4. Consumer behaviour

- Decision-making
- Behavioural economics
- The role of storytelling
- Influence through word-of-mouth
- Loyalty and habit

5. Generating insight

- What is 'insight'?
- Research techniques
- Identifying target audiences
- Understanding core audiences

Developing campaigns

Master the building blocks of campaign development, and the essentials of effectiveness

6. Building a campaign

- Defining objectives
- Writing the creative brief
- Working with creatives
- Pre-testing
- Channel thinking

7. Evaluating success

- The basics of effectiveness
- Short-term versus long-term
- Modelling and econometrics
- Making your case

Inside each module

Each module combines core reading, video interviews, examples and 'next steps'.

Strategy Toolkit: How marketing works

In this paper

Overview

1. Marketing and value creation

2. Buying patterns and brand growth

3. How advertising works

4. **Strategic foundations**

5. Real-life examples

6. Takeaways and next steps

More on this


This is module 1 from the **Strategy Toolkit**, Warc's learning resource for strategists.

The Strategy Toolkit includes seven modules, dummy briefs and quizzes.

Need help? Contact your **Client Services Manager**.

4. Strategic foundations

Video: Yusuf Chuku on beginning to set objectives
(Video length – 0:44 minutes)



What's the first thing you should ask new clients? In this video, Yusuf Chuku, head of strategic services at McKinney, offers some practical advice.

Reading 1: The brand planning cycle
(JWT & Stephen King, SWOCC Brand Management Models, 2006)

This short paper explains what has become the definitive planning cycle (King first suggested his planning cycle back in the late Sixties). While different organisations may have their variants and

User tests

There are also 'dummy briefs' and a three-part quiz, allowing users to test their strategy knowledge.

Test yourself: Dummy briefs

Kiehl's: explain how marketing can help a brand

Can you advise a cosmetics brand considering investment in marketing? This brief asks you to define the role of communications.

Try this brief

H&M: decode a confusing client brief

Can you help a client understand the challenge they face? This brief asks you to decipher a confusing RFP and deliver a strategic response.

Try this brief

SoBe Vitamin Water: plan a campaign

Can you help a niche brand build scale through marketing? This brief tests your ability to set objectives and develop a communications plan.

Try this brief

Dummy briefs provided by AIPJSOTW

Test yourself: Strategy quiz

Take WARC's test to find out how well you understand the core principles of marketing strategy discussed in the seven modules.

The test consists of 40 questions, in three separate sections, and will test your knowledge of:

- Theories of how marketing communications work;
- Insight generation and theories of consumer behaviour;
- Campaign best practice and effectiveness measurement.

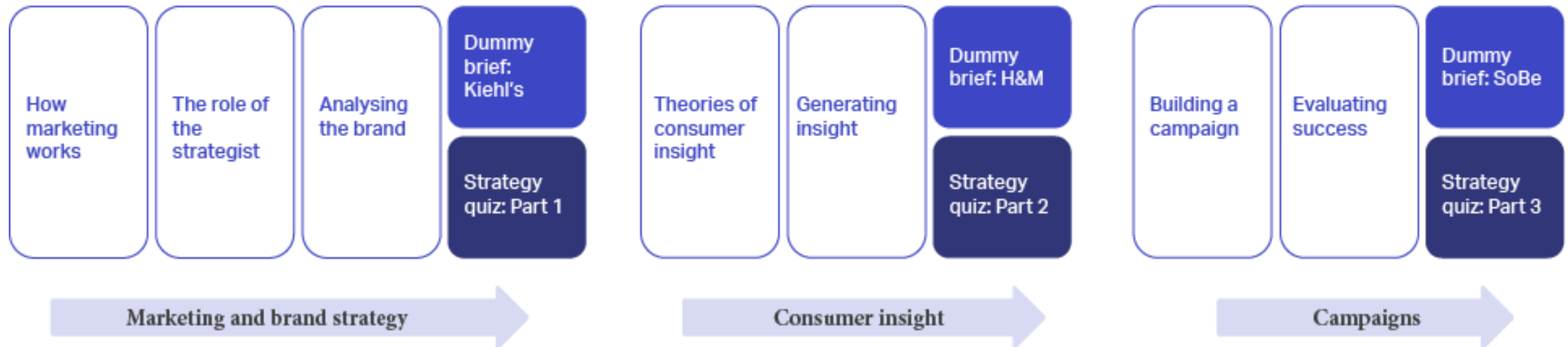
Part 1: Marketing and brand strategy

Part 2: Consumer insight

Part 3: Campaign development

Taking the course

- We recommend that the course be taken over 10 weeks – one week for each module, plus a week for each of the three dummy briefs.
- Those taking the course over 10 weeks can sign up for email alerts to guide them through the content.



How to enrol

The Strategy Toolkit is a premium WARC product – contact your Client Services Manager or the WARC team to check you have access to the product.

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Activating the course

Contact your Client Services Manager to:

- Set up weekly email alerts to guide you through the 10-week course.
- Set up weekly email alerts for members of your team taking the 10-week course.
- Provide usage reports to see how your team are progressing.
- Give you or your team a demo of how to get the most out of the Strategy Toolkit.