

Copy Platform (Creative Strategy Statement)

Product (Service) The Rambler

The Product (or Service)

A. Primary features/benefits in order of importance (remember "So Whats")

Feature	Benefit
1. Online version	1. Allows easy access to Wesleyan news for off campus people
2. Print edition	2. Highlights the most important things happening on campus
3. Social Media bites	3. Provides coverage of smaller newsworthy events
4. Teaches student reporters	4. Allows students to have a hands-on journalism experience

B. Exclusive or unique product (service) attributes: The Rambler is one of the oldest organizations on campus and it is the only newspaper on campus

C. Can product claims be substantiated? Yes

D. Parent company name important? Yes, it's the university

E. Brand value: High status _____ Low Status Yes No Brand Image _____

The Consumer

A. Demographics (age, sex, education, income, occupation, geographic distribution)

Typical age varies from about 18-25 plus alumni of about 25 and up, college education, middle class or broke college kid, students or professionals, Fort Worth polytechnic area

B. Psychographics (lifestyle, attitude, personality traits, buying patterns)

College lifestyle, Cowtown attitude (quirky but very Texan), generally smart, buys when there is a need

C. Needs fulfilled by buying this product or service

Keeps the students and faculty aware of notable things going on at Texas Wesleyan.

Also acts as a watch dog for the university when it's needed.

The Marketplace

A. Major competitors/rank in market/market share

Ramsports.net

txwes.edu

B. Competitive advantage/disadvantage of product (service)

Competitor	Our Advantage
Ramsports.net	We don't have to spin the story when we lose. We can just report the facts.
Txwes.edu	They tell PR type stories. We can cover stories that make the university look good or bad honestly.

C. Position of product

New product category (first of its kind) The Rambler is the first and only student newspaper covering Texas Wesleyan.

D. Pricing Position (compared to competition)

Comparably priced

Creative Strategy

A. The "One Thing": If you could say one thing about this product or service:

The Rambler has strived to be the voice of the students at Texas Wesleyan since 1917 by reporting everything they can as honestly as possible.

B. Significant facts or statistics about product, consumer or market

The employees of The Rambler are students. They have one faculty advisor and Dr.

Colley that over see everything. The print edition of The Rambler is published bi-weekly. Stories are published online almost daily. Social media is updated constantly. Most consumers are affiliated with Texas Wesleyan. Every once in a while, the university makes national news and The Rambler has to work efficiently to get the story done first.