

# FAKE ADVERTISEMENT – The value proposition prototype

WHAT IS THE FIRST TWEET WE SEND TO LAUNCH THE NEW PRODUCT?



HOW DO USERS FEEL WHEN THEY USE THE PRODUCT?

WHAT IS THE BRAND PERSONALITY?

- Describe yourself as a person?
- What car make would you be?
- What restaurant?
- What city?
- What singer/actor?
- What animal?

**FAKE  
ADVERTISEMENT**  
THE FIRST **PROTOTYPE**

Picture

Caption

Headline

Copy

Sparring questions for a great value proposition and fake ad:

- Is it clear and focused?
- Is it written in consumer language?
- How is it inspirational? Does it generate emotion? What is it that would motivate people about this proposition?
- Is it fact based?
- Will it make the target consumer react because it has touched a nerve and is relevant?
- Does it really stand out? Is it different? What key elements are different? (Simplicity, price, looks...)
- What are the proof points that back up the value prop and give substance to the proposition?
- Does it fit with your brand?
- Does it address the agreed business objective?
- Is it actionable and does it lead to inspiring and differentiated communication?

**FAKE IT TILL  
YOU MAKE IT.**