



Creative Strategist's Consumer Psychology Worksheet

CAMPAIGN PLANNING GUIDE

Course 102: State of Paid Social Advertising & Consumer Psychology

SECTION 1

Audience Awareness Assessment

Identify where your target audience falls on the awareness spectrum:

☐ UNAWARE

They don't know they have a problem

→ Focus on: Problem identification, disruption, curiosity

☐ PRODUCT AWARE

They know your product but haven't purchased

→ Focus on: Objection handling, proof, specific benefits

☐ PROBLEM AWARE

They know the problem but not the solution

→ Focus on: Problem validation, education, hope

☐ MOST AWARE

They're ready to buy with the right offer

→ Focus on: Offers, urgency, easy action steps

☐ SOLUTION AWARE

They know solutions exist but not your specific solution

→ Focus on: Differentiation, unique mechanism, comparison

Based on this assessment, my primary messaging approach should be:

SECTION 2

Emotional Drivers Analysis

Which core human needs does your product/service address?

Maslow's Hierarchy (check all that apply):

- ☐ Physiological *(basic survival needs)*
- ☐ Safety *(security, stability, protection)*
- ☐ Belonging *(connection, relationships, community)*
- ☐ Esteem *(recognition, status, respect, achievement)*
- ☐ Self-actualization *(growth, creativity, purpose)*

Life-Force 8 Drives (check all that apply):

- ☐ Survival, enjoyment of life, life extension
- ☐ Enjoyment of food and beverages
- ☐ Freedom from fear, pain, and danger
- ☐ Sexual companionship
- ☐ Comfortable living conditions
- ☐ To be superior; winning
- ☐ Care and protection of loved ones
- ☐ Social approval

The primary emotional transformation my product delivers is:

FROM: [Current negative emotion] TO: [Desired positive emotion]

My product helps customers avoid feeling:

[List negative emotions]

My product helps customers feel:

[List positive emotions]

SECTION 3

Persuasion Principles Selection

Select 2-3 primary persuasion principles to leverage in your creative:

☐ **RECIPROCITY**

Giving something valuable first

→ How I'll use it:

☐ **UNITY**

Creating tribal identity

→ How I'll use it:

☐ **COMMITMENT**

Small yeses leading to bigger ones

→ How I'll use it:

☐ **LOSS AVERSION**

Focus on what they'll lose by not acting

→ How I'll use it:

☐ **SOCIAL PROOF**

Others like them are using it

→ How I'll use it:

☐ **ANCHORING**

Setting value reference points

→ How I'll use it:

☐ **AUTHORITY**

Expert endorsement or credentials

→ How I'll use it:

☐ **PRATFALL EFFECT**

Strategic vulnerability for credibility

→ How I'll use it:

☐ **LIKING**

Establishing rapport and relatability

→ How I'll use it:

☐ **SCARCITY**

Limited availability or time

→ How I'll use it:

SECTION 4

Message Framing Matrix

Create multiple angles around your core message:

CORE MESSAGE

DIFFERENT WAYS TO FRAME IT

Benefit angle:

Pain avoidance angle:

Status/identity angle:

Process/mechanism angle:

Testimonial/story angle:

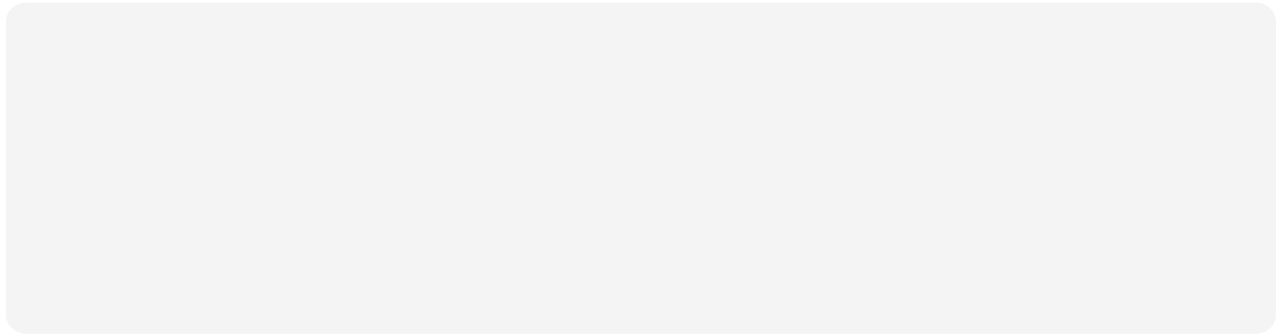
SECTION 5

Hook Development

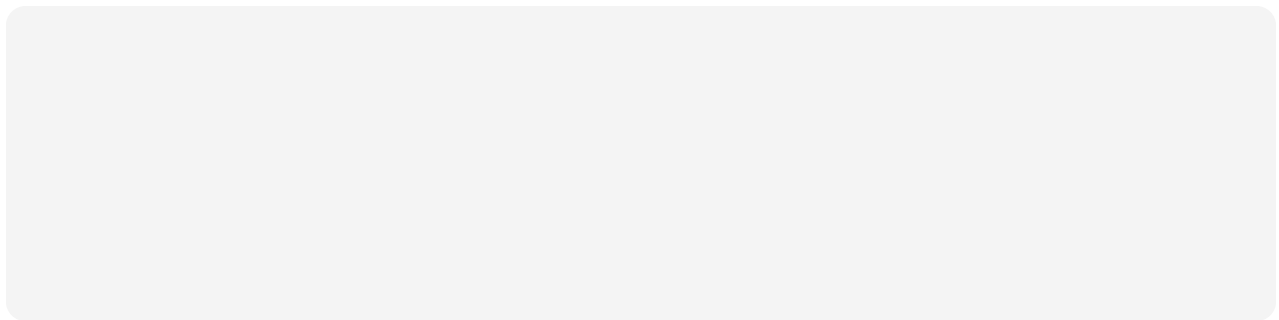
Develop hooks based on your audience's awareness level and emotional drivers:

FOR UNAWARE/PROBLEM AWARE AUDIENCES:

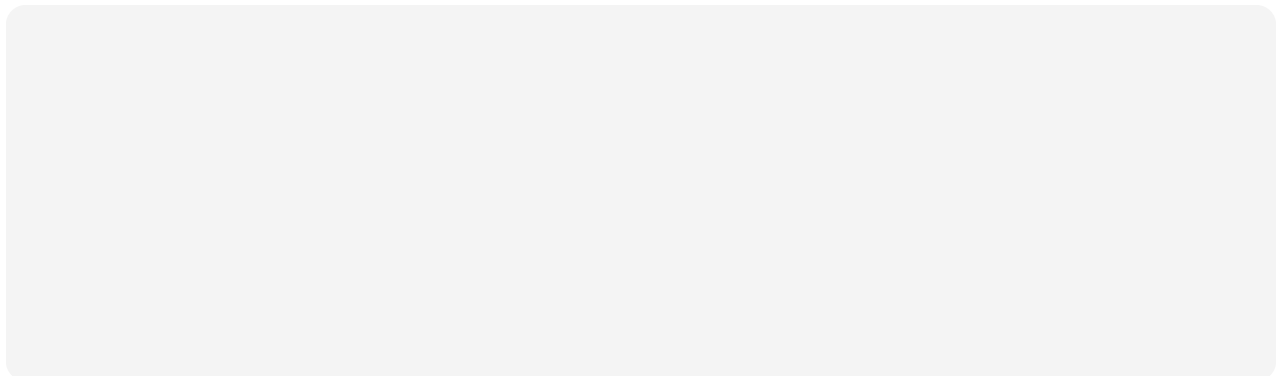
[Hook that creates curiosity or identifies problem]

**FOR SOLUTION/PRODUCT AWARE AUDIENCES:**

[Hook that differentiates your approach]

**FOR MOST AWARE AUDIENCES:**

[Hook that emphasizes urgency or special offer]



SECTION 6

Messaging Sequencing Plan

If running a campaign with multiple touchpoints, plan your message sequence:

	Exposure	Awareness Target	Key Message	Emotional Trigger	Call to Action
1st					
2nd					
3rd					
4th					

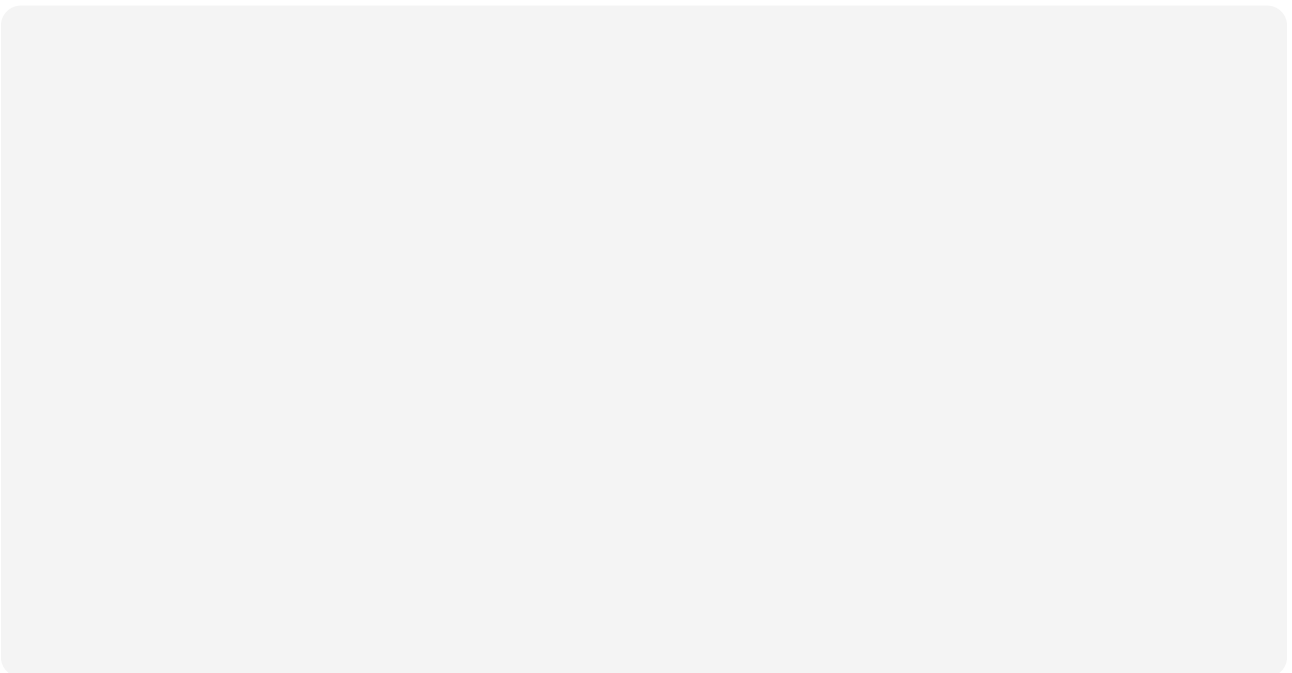
SECTION 7

Creative Evaluation Checklist

Before finalizing your creative, verify:

- ☐ Does it clearly address the right awareness level?
- ☐ Does it tap into at least one powerful emotional driver?
- ☐ Does it emphasize transformation, not just features?
- ☐ Does it leverage 2-3 persuasion principles effectively?
- ☐ Is the hook strong enough to stop the scroll?
- ☐ Is the primary benefit immediately clear?
- ☐ Would I be excited to see this ad if I were the target customer?
- ☐ Have I created pattern interrupts or distinctive elements?
- ☐ Does it address objections the audience might have?
- ☐ Is the call-to-action clear and compelling?

Areas for Improvement



SECTION 8

Winning Creative Formulas

Problem → Agitation → Solution

- Identify a painful problem
- Intensify the emotion around it
- Present your solution as the relief

Feature → Advantage → Benefit

- What it is
- Why that matters
- How it improves their life

Before → After → Bridge

- Show the painful "before" state
- Show the desirable "after" state
- Position your product as the bridge

Objection → Counter → Reframe

- Acknowledge their concern
- Counter with new information
- Reframe the perspective

Remember

Great creative strategy balances psychological insight with authentic value. Your goal is not manipulation, but connecting people who have real problems with solutions that genuinely help them.



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