

Opening

- A - ATTENTION
- B - BENEFITS
- C - CREDENTIALS
- D - DIRECTION

ATTENTION Capture it immediately

BENEFITS Outline what they stand to gain by listening

CREDENTIALS Explain why you have the authority to speak

DIRECTION Draw them a verbal map of the order of play

- (A) I wonder how many of you are aware that, by the year 2020, there will be no more room for cars on London's roads

- (B) Today we'd like to show you how we will capitalise on this fact to use it as a marketing tool for London Transport

- (C) I'm Joe Browne, and for the past three years I have been working on the British Rail account at Saatchi and Saatchi

- (D) Today I'd like to begin by outlining our strategy for the next year's advertising. I will then talk you through our media plans and conclude by showing you the creative work we have devised for the campaign