

Example of a Modified Strategic Message Planner Produced by the Crimson & Blue Agency Fall 2011

Goal 1: To re-brand rural Kansas as a desirable place live.

Key Features and Benefits

Features	Benefits
Rural Kansas is a safe and friendly place.	Parents can feel comfort knowing their children are growing up in a safe and friendly place.
Rural Kansas is a place to call home.	Rural Kansas is a wholesome place to live.
Rural Kansas provides a fresh start.	Rural Kansas provides new opportunities for career and personal life.
Rural Kansas has job opportunities.	Rural Kansas is a place to build a career.
Rural Kansas provides a lower cost of living compared to the average suburban and urban area.	Residents of rural Kansas will have more money to spend in other areas due to the lower cost of living.

Brand Image

Current: Portrayals in movies and other forms of media have created an image of rural Kansas to be stagnate and isolated.

Desired: Rural Kansas is a desirable place to raise a family, make a living and call home.

Strategic Messages and Brief Rationale

Families with young children, you should relocate to rural Kansas because it is a safe and friendly environment to raise a family.

Kansas Press Association, you should create a public service campaign because it is in your best economic interest for Kansans to succeed.

Kansas Association of Broadcasters, you should create a public service campaign because it is in your best economic interest for Kansans to succeed.

Adults living in Kansas, you should relocate to rural Kansas because it provides a fresh start and opportunities for a career.

Adults living outside of Kansas, you should relocate to rural Kansas because it provides a fresh start and opportunities for a career.

Local media, you should cover the ROZ tax incentive program because it is important to your audience.

National media, you should cover the ROZ tax incentive program because it is important to your audience.

Goal 2: To increase the number of participants in the student loan portion of the ROZ program.

Key Features and Benefits

Features	Benefits
The ROZ program provides student loan forgiveness.	College graduates can lessen the burden of student loans.
Rural Kansas is a safe and friendly place.	Parents can feel comfort knowing their children are growing up in a safe and friendly place.
Rural Kansas is a place to call home.	Rural Kansas is a wholesome place to live.
Rural Kansas provides a fresh start.	Rural Kansas provides new opportunities for career and personal life.
Rural Kansas has job opportunities.	Rural Kansas is a place to build a career.
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Brand Image

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Desired: Rural Kansas is a desirable place to raise a family, make a living and call home.

Strategic Messages and Brief Rationale

College graduates, you should participate in the ROZ program because you can live debt-free from student loans.

Current college students, you should participate in the ROZ program because you can live debt-free from student loans.

Kansas alumni associations, you should promote the ROZ student loan forgiveness program to alumni to help them be financially successful.

University media, you should cover the ROZ student loan forgiveness program because it is important to your audience.

Local media, you should cover the ROZ tax incentive program because it is important to your audience.

National media, you should cover the ROZ tax incentive program because it is important to your audience.

Goal 3: To increase the number of participants in the tax incentive portion of the ROZ program.

Key Features and Benefits

Features	Benefits
The ROZ program provides income tax exemptions.	Participants can avoid paying state income tax for five years.
Rural Kansas is a safe and friendly place.	Parents can feel comfort knowing their children are growing up in a safe and friendly place.
Rural Kansas is a place to call home.	Rural Kansas is a wholesome place to live.
Rural Kansas provides a fresh start.	Rural Kansas provides new opportunities for career and personal life.
Rural Kansas has job opportunities.	Rural Kansas is a place to build a career.
Rural Kansas provides a lower cost of living compared to the average suburban and urban area.	Residents of rural Kansas will have more money to spend in other areas due to the lower cost of living.

Brand Image

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Desired: Rural Kansas is a desirable place to raise a family, make a living and call home.

Strategic Messages and Brief Rationale

Former residents who have been living outside of Kansas for at least five years, you should participate in the ROZ program because if accepted, you will not have a state income tax for five years.

Young adults living outside of Kansas, you should move to rural Kansas and participate in the ROZ program because if accepted, you will not have a state income tax for five years.

Local media, you should cover the ROZ tax incentive program because it is important to your audience.

National media, you should cover the ROZ tax incentive program because it is important to your audience.