

Part 1: Uncovering the emotional core

Internal conflict in their own words • Narrative arc • Metaphor • Cultural intersections

1

Step into your audience's shoes. What internal conflict do they seek to resolve? (ex: "I must solve high-risk security issues faster.")

2

What is the narrative arc of their journey—from the first moment of pain to resolution? (ex: alarm → investigation → remediation ... or not)

3

What metaphors or analogies explain the concept instantly? (ex: a detective solving a case before the crime scene goes cold)

4

What unexpected angles or cultural references could bring this to life? (ex: a game, movie parallel, nostalgic twist, unusual format)

Part 2: The concept gut check

Audience-as-hero • Data anchoring • Interactive thinking • Journey coherence • Consistency

1

Have we made the audience the hero, not the brand?

Yes ☐ No ☐

2

Is our data anchoring the narrative, not overwhelming it?

Yes ☐ No ☐

3

Did we think visually, interactively, experientially? (People will spend time on long content if the value is unmistakable.)

Yes ☐ No ☐

4

Does the story flow coherently across the journey (awareness → consideration → action)?

Yes ☐ No ☐

5

Are we consistent in our voice, visuals, and messaging across all touchpoints? When we aren't consistent, does it serve a higher purpose (such as testing tone)?

Yes ☐ No ☐