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takes its lead from this Prospect Definition – in the world of the Kamikaze Creative, Prospects rule.

Another area where the KCWP© differs from traditional “Creative Briefs” and other creative strategy documents is the Kamikaze Key Fact©. Unlike its traditional definition, a Kamikaze Key Fact© is not “the one thing you need to communicate about the product/service being advertised.” With the KCWP’s focus on Prospect, the Kamikaze Key Fact© is defined as “something that exists in the Prospect’s world – their private, public lives, current events, concerns, interests and human understandings – you can use to formulate a concept that will engage the Prospect and bring the product/service being advertised into the Prospects’ lives.”

The farther a Kamikaze Key Fact© is pushed, the more likely a creative team is to arrive at a conceptual frame work to carry the advertising message beyond product itself, into the hearts, minds and lives of its market. When used properly and kept Prospect centered, in concert with the rest of the KCWP©, the KKF© will lead its creative team to ideas so original and specific to the project at hand, they will achieve the definition of “Kamikaze Creative©.”

Kamikaze Creative©

A term used in Advertising Creative (Ideas), especially advertising concepts and copywriting, copyrighted by Doreen Dvorin to refer to a creative philosophy best described as, “If it isn’t worth risking your (professional) life for, and potentially asking your client to do the same, it’s not a good enough idea.”

In the last few decades, the term has evolved from philosophy, to center on a version of Advertising Creative Strategy called the Kamikaze Creative Work Plan©. Closely paralleling the five stages of the Creative Process (Problem definition, Information gathering, Incubation, Illumination, Verification), the KCWP© gives professional “creatives” a roadmap and a means to verify the resulting ideas’ potential and correctness.

Although some aspects of the Kamikaze Creative Work Plan take the same name/title as used in Advertising and Marketing Strategies, the KCWP is a hybrid system with one goal: to improve and simplify the process by which advertising Copywriters, Art Directors, Graphic Designers, Web Designers, etc., conceive creative concepts – the proverbial “Big Ideas” used to carry a targeted product message to its Prospect.

As such, Kamikaze Creative© – and the Kamikaze Creative Work Plan© – are considered internal, conceived and written for advertising creative teams by advertising creative teams. Beyond order and emphasis differences, several sections of the KCWP differ with other advertising, marketing and creative strategies by definition.

Placed first, the Prospect Definition is given primary importance and goes beyond mere demographics to create a bridge between Prospect and Creative. More important than age, education, sex, occupation, etc. are personal commonalities among the targeted group, how they feel, what their concerns are, their problems, personalities, philosophies and day-to-day existence. Every section of a Kamikaze Creative Work Plan