

Dial in Your Launch™ Worksheet

LAUNCH TYPE

INTRODUCING
NEW PRODUCT, SERVICE,
COMPANY OR INITIATIVE

REVITALIZING
PRODUCT, SERVICE,
COMPANY OR INITIATIVE

EXPANDING
NEW MARKET, REGION
OR AUDIENCE

OTHER
CAMPAIGN
OR INITIATIVE

Awareness

⊖ ————— ⊕

Low ————— Neutral ————— High

Perception

—————

Follower ————— Neutral ————— Innovator

Momentum

—————

Falling ————— Neutral ————— Rising

Complexity

⊕ ————— ⊖

High ————— Neutral ————— Low

Importance

⊕ ————— ⊖

High ————— Neutral ————— Low

Revenue Impact

⊕ ————— ⊖

High ————— Neutral ————— Low

Market Maturity

—————

Emergent ————— Neutral ————— Well Developed

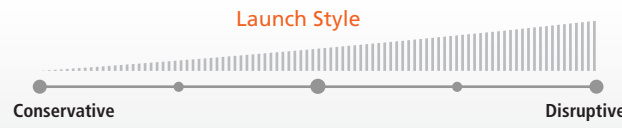
Competitive Clutter

—————

Minimal ————— Neutral ————— Crowded

Launch Style

Conservative ————— Disruptive



Agency Role

Executorial ————— Strategic

Launch Budget

—————

75K — 150K — 300K — 500K — 1M

Timetable

Conservative ————— Industry Norm ————— Aggressive

Targeted Area



- Africa
- Asia Pacific
- Canada
- Eastern Europe
- Latin America
- Middle East
- Western Europe

Key Markets (Prioritized)

1. _____
2. _____
3. _____

Core Audience (Prioritized)

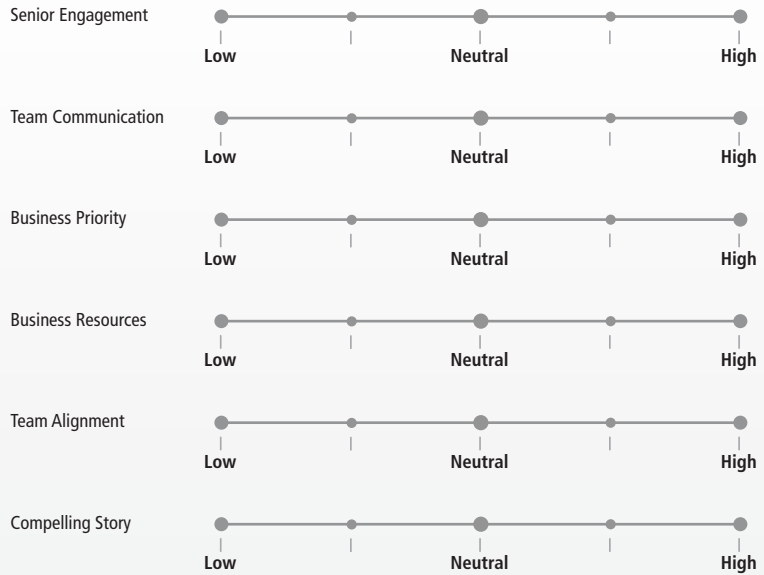
1. _____
2. _____
3. _____

Most Admired Launches

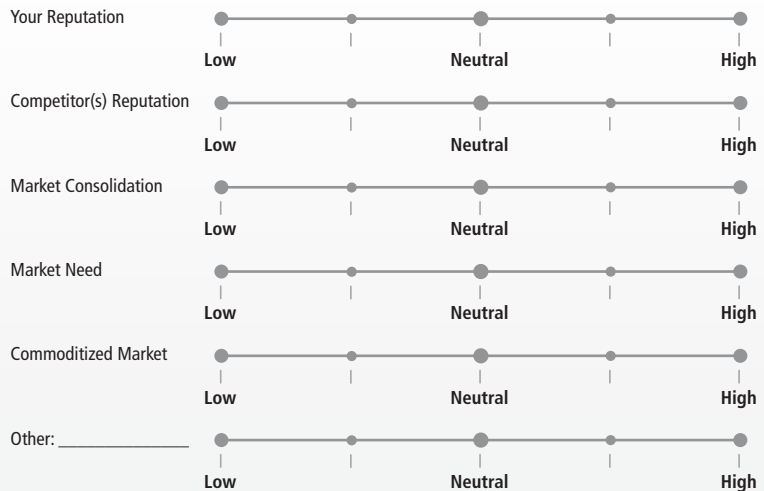
1. _____
2. _____
3. _____

MARKET GRAVITY: The forces affecting your launch

Internal Market Gravity



External Market Gravity



Biggest Launch Challenge

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Want to discuss your next launch?

Contact Bob Freytag at 952.288.2715 or bfreytag@intro.works