A REUSABLE CAMPAIGN-ANGLE SYSTEM

The Problem-Led Campaign Matrix

Turn your ICP, buyer problems and buying moments into campaignable ideas **without letting every campaign invent a new strategy.**

1 ICP AVATAR	×	2 PROBLEM	×	3 CEP	×	4 JOB	→	5 CREATIVE ANGLE
Who is this happening to?		What is getting in the way?		When does it become salient?		What progress or identity is at stake?		What is the interesting interpretation?

WHAT THIS MATRIX DOES

It creates a **reusable demand-generation map**. Start with a real person inside the ICP, name the problem they experience, identify the moments when that problem becomes mentally salient, then turn that situation into an angle worth building a campaign around.

THE GUARDRAIL

Locked Positioning + Locked Core Messaging govern every row. The matrix creates variation downstream; it does not rewrite the strategy every time you need a new ad, email or landing page.

SEE THE LOGIC IN ONE ROW

ICP AVATAR		PROBLEM		CEP / MOMENT		JOB		CREATIVE ANGLE
VP Sales	×	Pipeline volume is up, but quality is falling.	×	Quarterly forecast review misses target.	×	Hit the number predictably without adding more activity.	→	**More pipeline is not always more growth.**

WORKSHEET

Build your campaign matrix

Start with one ICP Avatar. Add the problems that person actually experiences. For each problem, map the moments when it becomes most salient, then use the Job tension to create a campaign angle. **Do not write channel copy yet.**

AVATAR × PROBLEM × CEP × JOB → ANGLE

Strategy first. Variation downstream.

ICP AVATAR	JOB	PROBLEM	CEP / DEMAND MOMENT	TENSION / STAKES	CREATIVE ANGLE

CEP 7W PROMPTS

Why - active goal or motivation **When** - event, stage or occasion **Where** - environment **While** - what is happening **With whom** - social context **With what** - tools/systems **hoW feeling** - emotional state

ANGLE QUALITY CHECK

A strong angle should: **name a meaningful interpretation** of the problem; feel specific to the person and situation; create stakes; change a belief or frame; and have a credible proof direction. **An angle is not just a headline.**