

WELCOME TO THE HIVE

Brief Buzz





Creative Briefs and Briefing





What is a Brief?



What is a Brief?

- In simple language? It's a passage of information
- A creative brief is the most important piece of paper an account team and/or planner produces
- It is a demonstration of how well you understand the ask from the client
- Therefore, it is how a creative team judges/curses you



What is a brief?

- How can I write a brief when the answer could be anything from an app to an ad?
- Good briefs shouldn't steer teams into one direction – they should liberate and focus creative thinking
- Iterative, collaborative, stimulating



What it isn't ...

- Set in stone
- Sole property of the Strategic Planner
- A place to copy out the client brief
- A place to show off every fact you know or marketing term you have learned
- The same as the brand strategy



The Advertising Process

Develop the Strategy



Write the Brief



Write the Ads

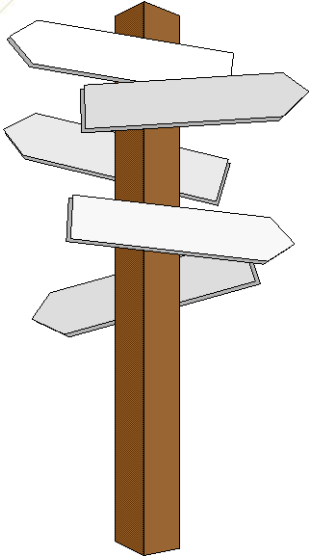


The Advertising Process

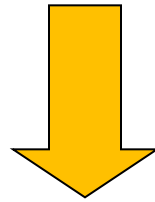
- Advertising tries to get the consumer to do something that will benefit the client
- The Strategy is the plan for achieving this goal
 - Who do we want to talk to?
 - What do we want them to do?
 - What can we tell them about the brand so they will do it?



The Advertising Process



The Brief is their road map



If the directions aren't good, they'll get lost



What Makes a Good Brief?

Direction + Inspiration



Direction

- Define the problem and truly think about it in an inspiring way. A well defined problem will lead to a great solution
- What is the main thing you want the communication to say or do?
- If you can't explain it to your friends in one sentence, start again



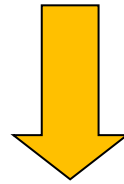
Inspiration

- The most powerful advertising contains insights that truly resonate with the consumer
- One important insight should be at the heart of your brief



What makes a good brief?

Direction + Inspiration

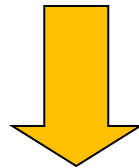


One clear and compelling
thought about the brand



Why Briefs Go Astray

- “I didn’t have time”
- “The client made me write it this way”
- “There was nothing to say”
- “There were too many things to say”
- “We didn’t have enough information”
- “The Account Team and CD couldn’t agree”



Make No Excuses!



Some General Advice

- Get your story straight beforehand
- Take your time
- Keep it focused
- Be concrete, not abstract
- Speak English

Remember the goal is always great work!

