

Creative Brief

A creative brief is a document that dissects the product/service for the creative team, like an encyclopedia to use to define the integrated marketing communications (i.e. relationship marketing) message to be communicated.

Target Audience Profile:

Any common key internal and external factors for a typical target audience member.

1. Demographics:
2. Psychographics (e.g., personality, lifestyle, social class):
3. Geographic:
4. Behavioristics:
 - a. Purchase occasion (e.g., regular, special)
 - b. Benefits sought (quality, service, economy)
 - c. User status (non-user, ex-user, potential user, first time, regular)
 - d. Loyalty rate (None - absolute)
 - e. Readiness stage (unaware, aware, informed, interested, desirous, intending to buy)
 - f. Attitude towards product

Communications Objectives (and/or):

1. Think (e.g., build brand awareness):
2. Feel (e.g., change an attitude):
3. Do (e.g., take action):

Product Features and Benefits:

Feature: In one sentence, describe the feature.

Benefit: In one sentence, describe the benefit of the feature to the target audience (e.g., what's in it for me?)

Positioning of the Product:

Briefly compare and contrast company to its major competitors. What messages do competing brands use?

Key Consumer Benefit:

In one-two sentences choose the USP (unique selling point) or big idea and justify it to everything above.

Creative Strategy:

Explain how the promotional material will convince the audience to select this product/company over others. Spell out how the objectives will be met. Select a strategy approach/explain.

Tone:

How will you execute your strategy? What execution technique (appeal to humor, emotions, facts etc.)? Explain direction based on what is presented in the USP/Big idea and Strategy sections.

Tone can be expressed in rational (authority, factual messages, educational, reminder, teaser, demonstration, instructional, inherent drama, talking head, dialogue) and/or emotional (e.g., fear, humor, sex, music, scarcity, slice-of-life: problem, intro, trial, solution) formats.

Support Statement:

Based on benefits/features, which point is second in importance to your USP/big idea? This benefit/feature combination should directly support your key benefit/USP.

Slogan or Tagline: Represents the image and philosophy.

Suggested words and phrases that help create attention-grabbing Headlines include:

<i>You</i>	<i>Company Name</i>	<i>How-To</i>	<i>Guarantee</i>
<i>Free</i>	<i>Love</i>	<i>Why</i>	<i>Results</i>
<i>Discover</i>	<i>Offer Guidance</i>	<i>Sale</i>	<i>Proven</i>
<i>Last Chance</i>	<i>Introducing</i>	<i>Bargain</i>	<i>Save</i>
<i>New</i>	<i>Now</i>	<i>Quick</i>	<i>Health</i>
<i>Announcing</i>	<i>Just Arrived</i>	<i>Easy</i>	<i>Safety</i>

POP!

Purposeful - articulates the essence of what you are offering and positions you positively

Original - Novelty to stand out (eye catching name)

Pithy - Concise and Precise (Make a long story short: think Wheaties "breakfast of champions")

WH questions that brand your business

1. What am I offering?
2. What problem does my idea solve?
3. Why is it worth using?
4. Who is my target audience

5. Who am I (credentials)?
6. Who are my competitors?
7. What resistance will people have?
8. What is the purpose?
9. When, where, and how do I want people to take action?
10. What are my core words to describe my business/brand?

Techniques for finding a name

Alphabetizing Core Words

Example:

Yoplait's On-the-Go packaged Yogurt = Go-Gurt

DC Holiday Inn Happy Hour for professionals with dogs = Yappy Hour

Steps

1. List core words
2. Take one core word at a time and talk it through the alphabet (or common phoneme and phoneme cluster combinations)
3. Write down any phrase that could potentially turn into something meaningful
4. Keep experimenting

Spell-Chuck

Reinvent the spelling.

Example:

Disney Volunteers become Mickey's VoluntEARS

Celebrity Chef Entrepreneur becomes **entré**preneur

Techniques for finding Titles

Capture Conversational Catchphrases

Example: Instead of "Job Search Techniques" use the phrase "I Don't Know What I Want, But I Know It's Not This"

Use Customer Feedback/Exclamations

Example: "So simple, my mother could do it!"

Steps:

1. What do current or prospective customers say when dealing with my situation? What would I tell myself if this were happening to me? How do people feel when dealing with this?
2. What do people say about issues associated with my topic, but wouldn't say out loud? Find the "underground" catch phrases that can uncover unexpressed concerns and attract customers.
3. Anticipate what people would say when the problem is resolved.

4. Review phrases you have written down and see if any resonate with how people currently feel, want to feel, or don't want to feel about the topic.

Shortening your overall pitch/message

Comparisons (allows people to understand your product in one sentence)

What is it like, with a twist?

Example:

Dave and Busters = it's like Chuck E. Cheese's for adults

Like a good neighbor, State Farm is there

What (famous person) does for (another field), I do for my field.

Steps

1. Who is well-known for doing what I do, but in another context (my "twin" in another industry)?
2. Use your core words to generate a list of movie titles/books/songs that include phrases relevant to your campaign/cause. (use IMDB, Amazon, lyricsfree.com)
3. Could you make slight adjustments to anything you found to create a unique twist on a familiar phrase?

My X is like X with X.

Example: Jaws would be "My screenplay is like Moby Dick, but with a shark" or "A fish, with an attitude."

[Use Humor to increase Likability - more for presentations]

Rearranging Cliches

Examples:

DogOn Fitness - company by marathon runners turned dog walkers

Book Titles - Squeeze the Day: 365 Ways to Bring More Joy and Juice into Your Life

Steps

1. Browse cliches (www.clichesite.com)
2. Key in core words one at a time.
3. Replace or riff off the key words in the cliches you like. Switch key nouns or verbs to make a play on words.
4. Keep experimenting