**Influencia**

Creative Brief

Rules Before We Begin:

1. Speak like and for a consumer, and not a marketing gibbon
2. Define outcome, not means of achieving an outcome
3. This is to be an ad, an ad to influence the creative team
4. Take a genuine step forward from marketing briefs

e.g. Marketing brief: Apple computers are very different to the market leader IBM.  
Creative brief: Apple – The end of bland computer tyranny.

(Suddenly you have 1984. See the difference?)

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| --- | --- |
| **Project** | **Project name** |
| **Client** | Client company name |
| **Date** | Month, Date, Year |
| **Contact** | Contact name at the client |
|  | email |
|  | Phone |

**What does the brand represent?**

Define the line of work for the brand and the current communication positioning of the brand.

**What is the proposed USP of the brand? Define in actuals.**

How is the client brand different from competition? Define what makes it unique.

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| Benefit or Unique Selling Proposition | This carefully chosen sentence or phrase must define what compelling benefit you will offer to your user or consumer. It must be focused on them and what they will gain, not a descriptor of positive attributes of your product or service (which are *features*). It must be short and to the point. | ThermaSilk helps you get the look you want and the protection your hair needs. |

**Define Brand Character:**

What is the tone or mood of the communication?

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| Brand Character | If your brand were a person what key words about their character would you want to emphasize? (Eg. Fun or serious? Inspiring or chummy?) | Beautiful, flirty and aspirational. |

**What is the primary objective?**

What is the primary problem you are trying to solve? Warning: If you can’t phrase this in one or two sentences, the job will suffer. Warning 2: If you are not specific, the job will suffer. A clear, realistic, measurable, obtainable and specific target is desired.

Note:

NOT “Build Awareness”

NOT “increase loans while building awareness of our brand and its products and demonstrating our on-going commitment to the community.”

NOT “Increase home loans by 5% over the previous quarter.”

BUT “125 first mortgages funded from new customers in Q2.”

**Who is the target audience?**

If you don’t define your audience, you give the creative team a license to design for any of their favorite audience groups; from cats, to kids, to themselves. Be sure to define the following:

Existing customers/ Prospective Customers:

Geographic Demographics:

Age:

Gender:

Ethnicity:

Marital Status:

Income/ Social Status:

Define: Archetypal Persona

Note: Sample target audience:

This campaign will be aimed exclusively at existing Citibank customers in three test markets: Sacramento, CA, Houston, TX, and Washington DC.

The primary target will be segments of our customer database: male and female, 20 to 35 years old, with at least one Citibank credit card. The target will be approximately 70% married, with combined HH incomes of $85k on average.

This audience is comfortable with new technology, and quick to test new smart phone apps that leverage their time. They like to be among the first to have the latest and greatest electronics, apps and especially phones. They make multiple online purchases monthly. We will call our representative personas “Joe and Jenna.”

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| **Term** | **Definition** | **Example** |
| Strategic Target | This is the subset of the total population that you want to target. The “strategic” adjective implies that you have made a definite choice, based on good data, regarding who is most likely to respond to your offering. | Women, 18-49 years old |
| Prime Prospects | This is the subset of your Strategic Target from whom you expect to get the greatest response in the immediate short term. They should also be people who are relatively easy to target in clusters of some kind. | Women who go to a fitness club or class at least 2X per week |

**Where is the target audience spending their time?**

What is the audience busy engaged in? Where is the group networking? Events, online, forums, groups, social platforms? Any preferred times of activity?

**What is the desired call-to-action?**

What one single thing do you want the audience to do? Or what’s the one thing you want them to remember?

If you aren’t asking the audience to specifically do something, then you might want to take another look at your campaign. Simply asking the audience to remember something (e.g., “Please think of ABC Bank for your mortgage needs”) puts your project under the category “brand/awareness” marketing with a super slippery ROI. You can’t really measure peoples thoughts and perceptions, but you can definitely track their behaviors and actions.

Bottom line? You probably aren’t helping directly improve your organization’s bottom line if you aren’t asking the audience to do something.

So in this section of your creative brief, you need to spell out exactly what the next step the target audience should take.

E.g.: After interacting with your marketing message, what do you want them to do? Open a savings account in a branch? Apply for a loan online? Call and talk to a service rep?

**What is the motivation-to-action/ offer?**

Why the audience should do what you want them to do? What’s in it for them? Why will they care? What do they get? Break down your offer into features and benefits. “Features” are straightforward descriptions of an offer’s key components, while “benefits” explain how the consumer’s life will be improved.

E.g.: A computer manufacturer might offer a “10 terabyte drive” (feature), but what consumers want is “all the storage you’ll ever need” (benefit).

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| Reason To Believe (RTB)/ Motivation-To-Action/ Offer | This carefully chosen sentence or phrase must define why your consumer or user should believe that you can deliver your benefit. It is often a backup of your claim and states credentials or deeper explanation to make your benefit promise more compelling and believable. RTBs can be rational or emotional. | Thermasilk contains patented silk protein formulas which protect your hair against the damage that blow dryers, curling or flat irons can bring and work with heat to give you **intense conditioning your hair needs.** |

Tip: The best ads celebrate benefits, not features. Focus on how your products save people time and money, and how you make people’s lives easier.

Don’t use meaningless descriptions. Leave out rote adjectives (a.k.a. innovative, state-of-the-art, etc, etc.) to describe the offer. Tell the creative team in plain language what really sets you apart and what it means to the target audience. Arming them with both sides of the offer’s equation helps yield a compelling concept.

E.g.: 25 branches in the metro area = you don’t have to waste time driving around trying to find a branch

24/7 phone support = you can talk to real people whenever you need help

**What media channels are we using?**

List in detail. Platforms. Quantities. Size Specifications.

**Define Budget:**

**Deadlines:**

**Attach Mandatory Guidelines:**

Client Brand Guidelines

Any platform/ authority guidelines

**Relevant Reference Material:**

Competition Work Reference – Category engagement with the audience

Client Brand Past Work Reference – Product engagement with the audience

Any Execution means for similar objectives that the client likes and why

Any Execution means for similar objectives that the client dislikes and why