



Top Four Mistakes in Preparing a Creative or Marketing Brief

1. The ultimate decision-makers for approving recommended creative or marketing solutions are not involved in preparing or approving the brief from which the solutions were developed. Consequently, time and resources are wasted preparing work the decision-maker doesn't want because they weren't involved in approving the input.
2. The brief is too specific in its parameters, not allowing for out-of-the-box thinking that may achieve outstanding results. For example, including suggestions on how the problem should be solved before the creative or marketing team has a chance to consider it may produce limited results.
3. Creative solutions are not integrated across different communication media. Repetition of consistent creative themes and marketing messages across different media reinforces the key messages and can improve overall awareness.
4. The team providing creative or marketing solutions fails to tie their work back to the specific objectives of the campaign, lacking the accountability needed to produce a positive ROI (Return On Investment) for the project. Award-winning ideas don't always produce the desired results.