



What Every Creative or Marketing Brief Must Address

Comprehensive Brief

Ensuring a successful marketing project starts with a comprehensive brief which details all aspects of the effort:

- campaign objectives
- target audience description
- their challenges, needs, concerns and how this project will solve them
- the main benefits of the product or service, why it's different, what's new, better
- sales proposition – what is being offered – sample, buy, information, discount, incentive, sales visit, etc.
- planned response – contact the company, order, wait for contact, or simply be aware
- media – how the effort will be communicated to the target audience
- supporting activities – telemarketing, internet, advertising, direct mail, pr, promotional tie-ins, blogs, sales follow-up, collateral materials, etc.

Establish Specific Objectives including:

- Corporate
- Marketing
- Sales
- Project Specific, i.e. convert 4% of prospects, or raise awareness by 20% among target audience

Establish Target Audience Definition

- Demographics, Psychographics, Geography, Industry, Job Function/Title
- What are their needs, problems or concerns?
- Desired Target Audience Perception
- Desired Response to the effort

Provide Detailed Information

- Overall aim of the project
- Threats and opportunities faced
- Reason for the project
- How the project fits into the overall marketing program and how critical it is to the program's success
- Internal and External Information including:
 - Research information, customer surveys, industry surveys, press coverage, results of previous efforts
 - Competitive information, analysis, key benefits, customer perceptions
 - Product description, reviews, key benefits, competitive advantages, customer perceptions, how the product or service meet their needs, solves their concerns

Establish Selling Propositions

Include support for the selling propositions. Ultimately, the Unique Selling Propositions (USPs) serve as a major foundation in the development of creative and marketing themes for the project.

Creative Elements must:

- have immediate impact
- meet the needs of the audience
- stimulate a response

Get Approval

No creative or marketing work should begin until all members involved evaluate and approve the brief. Once approved, no changes should be made without good reason, i.e. a dynamic shift in the market, a significant weakness exposed, advantage acquired, etc.

FAQs

Why is a Creative or Marketing Brief Essential to Better Results?

Lack of detail in a brief delivers limited benefits, as the solutions may be directed at the wrong audience or not account for the competitive situation in the market or not address any number of other important factors. The brief should provide as much information as possible so that a creative or marketing theme can be developed that produces results.

Who Should Be Involved In Preparing the Brief?

Anyone who has the responsibility and/or authority for evaluating and approving the creative or marketing recommendations that result from the brief. On the client side, the briefing team is likely to include a marketing executive, a sales executive, and any relevant marketing, research or product specialists who provide detailed information on the product or service and prospective customers.

Should a Brief Always Have Measurable Objectives?

The more specific the objectives, the easier it is to measure the results of the creative or marketing solutions. While it may not always be possible to set a measurable objective, it is always the aim. It is possible to isolate communications objectives and identify ways of measuring them.