

Creative Brief Assignment

Due: Monday, March 11, 2019

Value: 10%

What is a Creative Brief? (p. 170 – 191)

The creative process leads to the advertising campaigns that we are exposed to daily. Both Chapters 7 and 8 in your textbook provide a glimpse into everything that has gone on to get the advertiser's message into the mediums that reach you. One critical component of the process unfolding in the agency and/or in the client-advertising department is the development of the Creative Brief. This document is the result of the creative planning process. It is typically done after numerous meetings and discussions with both the client and the key players from the advertising agency including account service, media and creative team members. It is quite literally "a brief". It takes no more than one or two pages to summarize the entire creative approach. Writing concisely and clearly is very important. This document ensures there is understanding and agreement prior to expensive agency resources being used. It must carry core message information, but also have the ability to inspire the team working with it.

Developing a Campaign Brief

In the ad industry, the creative brief is developed BEFORE the actual ads are created. But for this assignment you will develop a Creative Brief for a campaign that has already launched in the market. This assignment asks you to work backwards to envision what the Creative Brief that directed the ad campaign looked like before the creative team produced it.

The ad for analysis: Choose an actual ad that has appeared in market. YouTube is a good source but make sure it is not a parody ad. Provide a link to the TV/Video ad being sure to set it to launch in a new window. If the ad you chose is print based provide a copy of the print or magazine ad as part of your submission (note: no billboards, radio or direct mail ads). **Your ad must not be longer than 60 seconds.**

The Creative Brief Components

Your assignment will include the following sections:

1. **Identify the problem or issue** that the advertising campaign must address. This is done from the perspective of the company who is undertaking the advertising (the "client")

2. **Target audience(s)** for this specific advertising campaign

Describe the intended target audience on ALL dimensions demonstrating your thorough understanding of who the client is ultimately are designing copy and layout for. A primary target persona.

3. **Communications or Behavioral Objectives** for the campaign

Do not include strategies here (Do not confuse objectives with strategies or tactics). The objectives you want the advertising to achieve are the ones you will articulate here. What

behavior are you trying to effect? What communications task are you trying to achieve?

We covered content from steps 1-3 above before midterms, so this is another opportunity to apply theory already covered.

4. Identify the **Key Consumer Benefit (Unique Selling Proposition, p. 179)** to communicate. This may also be articulated as a **Brand Positioning Strategy Statement (p. 142 & 144-146)**

5. Creative Strategy:

- **Creative Theme:** Lays out the focus for the entire campaign – the central message or “big idea” (Pages 172-174)
- What is the **message appeal?** – Rational, emotional, humour, fear, or a combination? (Pages 178-185)
- What is the use of “**Source**” in your strategy (i.e.: celebrities? Are they *known* or identifiable models/actors or are they *indirect”* sources (like a decorative model) (Pages 185-191)
- What **executional techniques** will you use? (Pages 208-214) (Remember there should be **NO discussion of media strategy in this brief**, media strategy and rational belong in the Media Plan)

6. **Supporting Information and Requirements:** Anything you think would have been present in the brief to support the key messages (Could be a research claim support, legal information, copyright, trademark, disclaimer information)

Creative Brief Grading Form

Creative Brief Grading Form	
Creative Brief Component	Mark Allocation
Problem Statement	/2
Target Audience	/5
Communications Objectives	/5
USP / Brand Positioning	/10
Creative Strategy including	
• Campaign Theme	/5
• Message Appeal	/5
• Source Considerations	/5
• Executional Techniques described (visual concepts optional)	/5
Supporting Information & Requirements	/3
Writing style/tone	
• Net Impression	/5
• Logical Flow	
• Readability (concise/coherent/clear)	
Total Marks	/50