

Writing a Creative Strategy – aka “The Brief”

YOUR NAME:

BRAND:

Apple

PRODUCT:

Iphone X

What do we know about the product?

KEY FACTS BASED ON RESEARCH: What’s unique and interesting about the product or brand? Dig deep to uncover facts and stories that are relevant and contain some insights.

- 1) Features wireless charging technology
- 2) Has an all glass body on the front and the back
- 3) Longer battery life than its predecessors
- 4) Has a 5.8-inches display with edge-to-edge screen display.
- 5) Unlike previous versions, IphoneX has no home button

What do we want to happen?

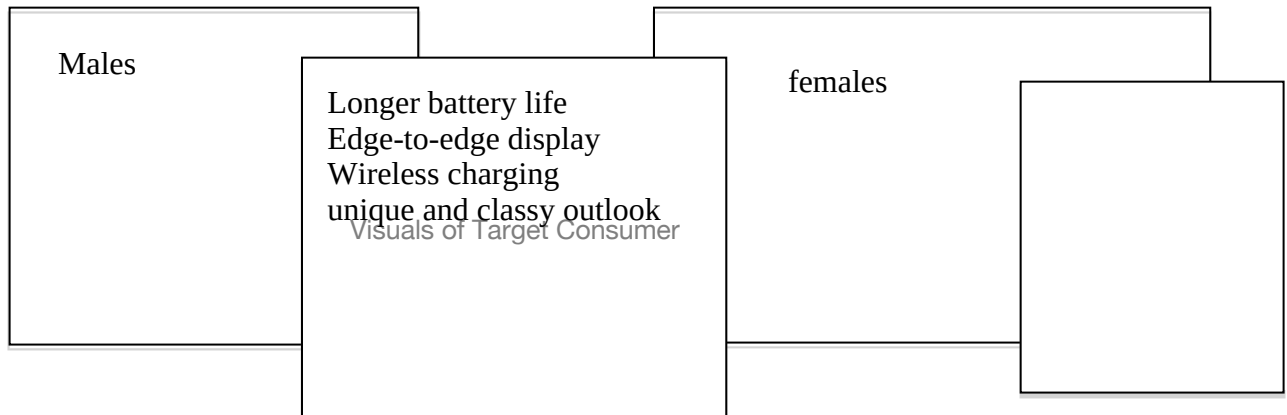
THE OBJECTIVE OF THE ADVERTISING: What do we want people to do? What’s our goal for the advertising? (Other than to sell stuff.)

The main goal is to make the brand more visible to customers. There has been many misconceptions and myths surrounding the sale and manufacture of IphoneX. As a result, customers will appreciate the cutting edge technology used in the manufacture IphoneX. It is also intended to get demands from clients to enquire about Iphone X.

Who are we talking to?

DETAILED DESCRIPTION OF THE TARGET AUDIENCE (DEMOGRAPHICS AND PSYCHOGRAPHICS)

What's their relationship to their brand? What do they need from the product?



Detailed description of **DEMOGRAPHICS**: (Age, gender, marital status, household income, profession, education level, geographic location: **WHO** is this person?)

The target audience is both male and female aged between 20 and 40 years whose life requires comfort, functionality, and luxury. People using these phone will enjoy more flexibility, accuracy, and reliability.

Detailed description of **PSYCHOGRAPHICS**: (Hobbies, interests, values, beliefs, motivators: **WHY** would they buy the product?)

The brand equity and client franchise with Apple branding is very strong. The audience has a strong preference towards Iphone X. people using Iphone X need to experience a better lifestyle, feel classy and with a young spirit.

What do we want to say?

MAIN MESSAGE: What is the single most important benefit or promise to deliver? (One sentence.)

customer satisfaction and guaranteed value for money

How will we communicate the message?

Print media

BONUS: Put it all together in a single sentence.

Using the TARGET/BENEFIT/REASON format outlined in the strategy presentations and the "Main Message Worksheet" document in Slate, write your creative brief as one sentence:

"To those who...the brand/product is/does...because..."

To those who use Apple products, Iphone X is more advanced because it has a longer battery life and advanced functionality.