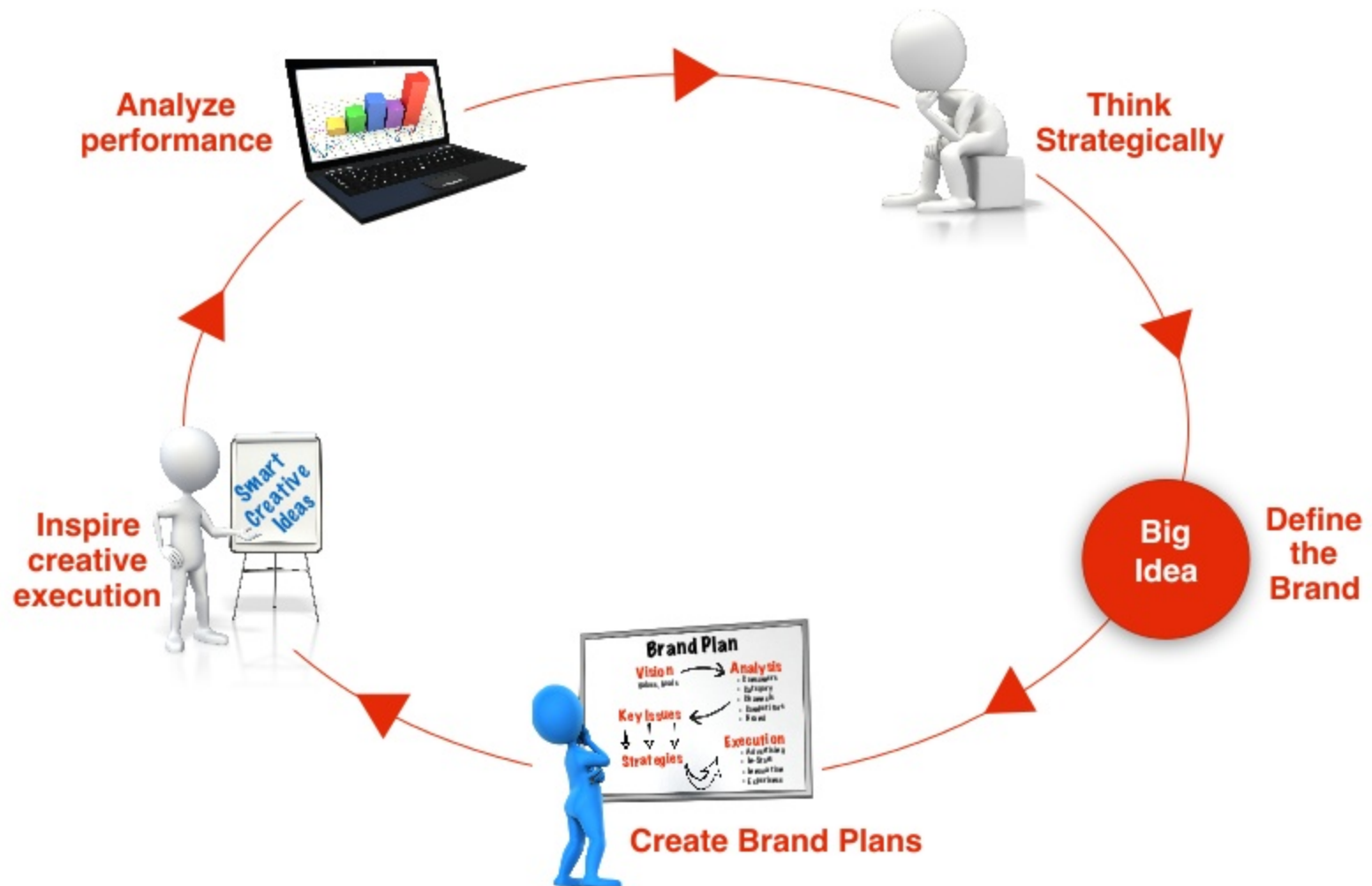




Turn your Brand Communications Strategy into a Creative Brief

Workshop to help Brand Leaders write a Creative Brief to help guide your brand's marketing execution

At Beloved Brands, we use a **360°** branding approach



Training Workshop

Creative Briefs

The Creative Brief frames the strategy and positioning so your Agency can creatively express the brand promise through communication.

- **Marketing Execution must impact the brand's consumers in a way that puts your brand in a stronger business position. The Creative Brief is the bridge between the brand strategy and the execution.**
- **Through our Brand Positioning workshop, you will have all the homework on the brand needed to set up the transformation into a succinct 1-page Creative Brief that will focus, inspire and challenge a creative team to make great work.**
- **The hands-on Creative Brief workshop explores best in class methods for writing the brief's objective, target market, consumer insights, main message stimulus and the desired consumer response.**
- **Brand Leaders walk away from the session with a ready-to-execute Creative Brief.**

The role of a Brand is to create a tight bond with your consumers, that will lead to a power and profit beyond what the product alone could ever achieve.

Creative Execution must amplify your brand story and brand positioning so that your brand stands out in the cluttered marketplace, connecting with your most cherished consumers so they will see, think, act or feel differently about your brand than before they saw the message. The end goal must be to create a lasting love with consumers.



**We make brands stronger.
We make brand leaders smarter.**



Media is a business investment that showcases your creative execution of your brand story, at points in your most desired consumer's life where they are most willing to engage in your brand story. It only pays back if the media tightens the bond with consumers and puts your brand on a pathway to becoming more powerful and profitable in the future.

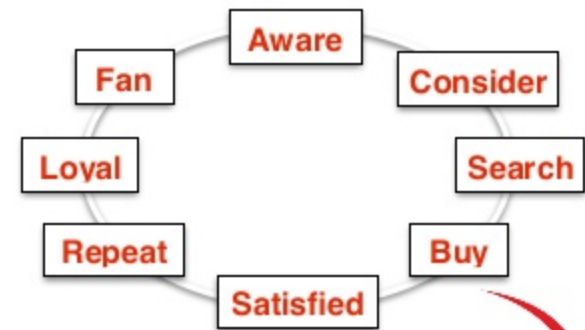
The role of any marketing execution is to tighten the bond with your consumers to drive brand growth

1 Consumers connect with Big Idea through 5 supporting touch-points



2

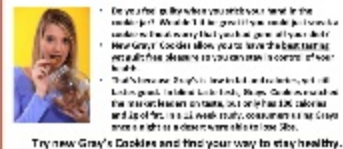
Align execution to focus on moving consumers through stages of the buying system



3

Brief focuses creative & media decisions on positioning & strategy

New Gray's Cookies are the best tasting yet guilt free pleasure that you can find in a Cookie.



4

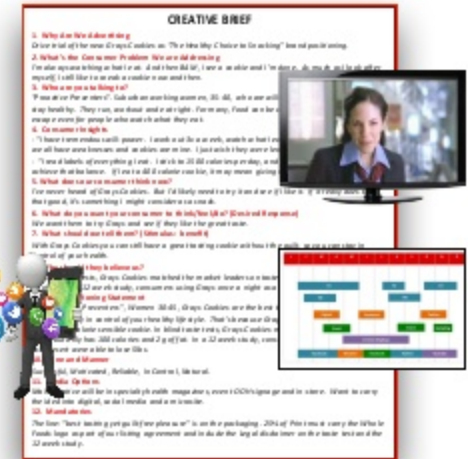
Innovation drives ideas, concepts, testing, launches through system.

5

Influence purchase moment through channels, e-commerce, selling and merchandising

6

Build culture to support consumer experience creating a brand credo with purpose, values, service behaviors.



Creative Brief Workshop Agenda

1

The role of a brand and how the positioning and strategy set up the Creative Brief

2

Writing the Brand Communications Strategy that sets up the Creative brief

3

The good and bad of a writing a Creative Brief



1

The role of a creative brief

The role of a beloved brand is to create a bond, power and profit beyond what the product alone could achieve.



Find the magic in the execution of a brand

All of our work is done through other people. Our greatness as a Brand Leader has to come from the experts we engage, so they will be inspired to reach for their own greatness and apply it on our brand. Brand Management has been built on a hub-and-spoke system, with a team of experts surrounding the generalist Brand Leader. When I see Brand Managers of today doing stuff, I feel sorry for them. They are lost. Brand Leaders are not designed to be experts in marketing communications, experts in product innovation and experts in selling the product. You are trained to be a generalist, knowing enough to make decisions, but not enough to actually do the work.

Find strength being the least knowledgeable person in every room you enter.

Time to step back and let the creativity unfold

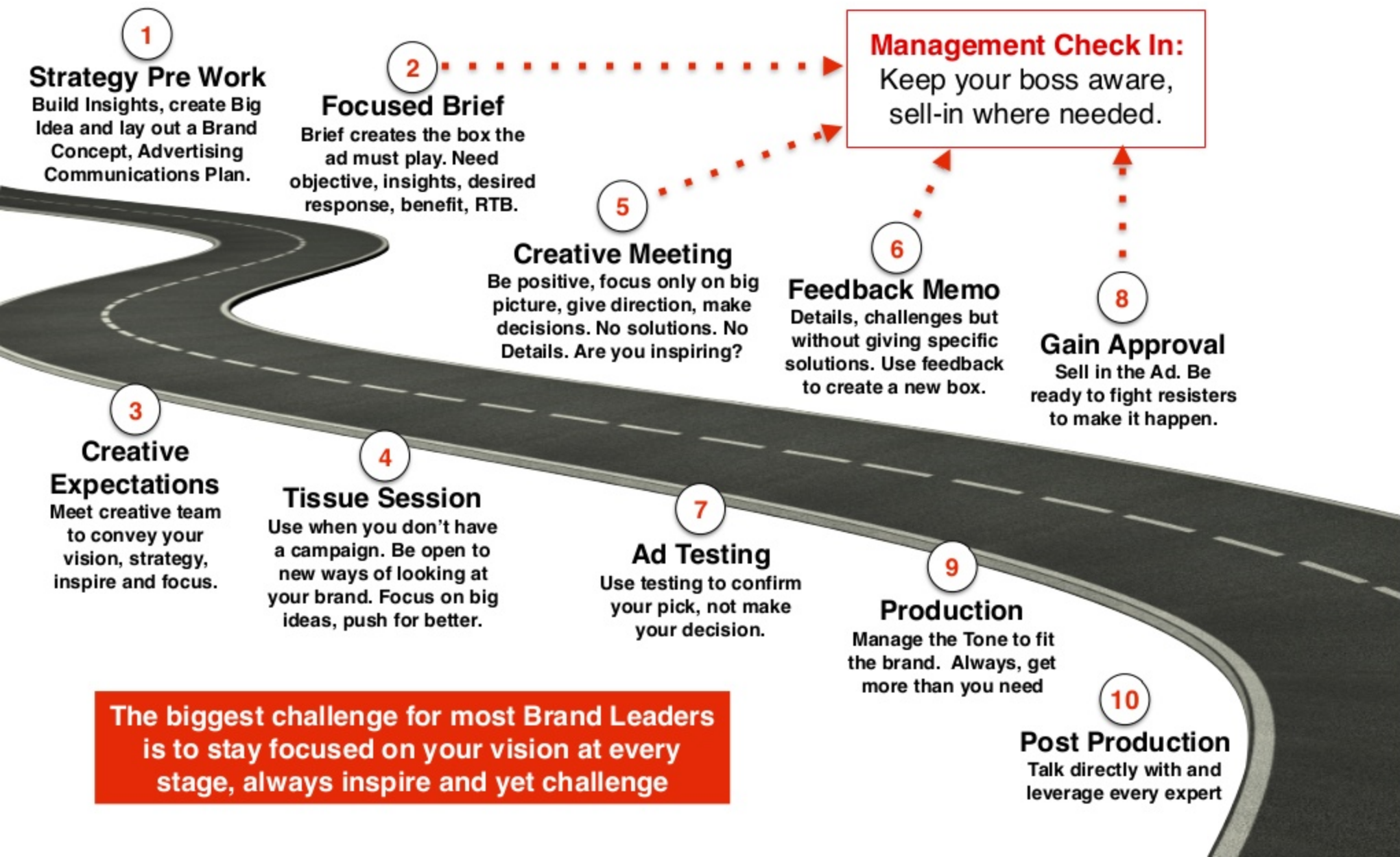
It is okay to know exactly what you want, but you should never know until the moment you see it. As the client, I like to think of marketing execution like the perfect gift that you never thought to buy yourself. How we engage our experts can either inspire greatness or crush the spirit of creativity. Experts would prefer to be pushed than held back. The last thing experts want is to be asked for their expertise and then told exactly what to do. There is a fine line between rolling up the sleeves to work alongside the experts and pushing the experts out of the way. It is time to step back and assume your true role as the Brand Leader. It is a unique skill to be able to inspire, challenge, question, direct and decide, without any expertise at all.

Brand Leaders need to rediscover the lost art of doing nothing.



**We make brands stronger.
We make brand leaders smarter.**

Managing Creative development process





Control the brand strategy

Brand leaders always want options, so they write a big wide brief with many “strategic” options. But really, you want “creative” options, not strategic options. You should write a very tight brief, based on the strategy you decided on, before you even wrote the brief. Slow down and let your strategic thinking prevail.

Brand leaders try to control the outcome of the creative process so they write a long list of mandatories in the brief, they try to steer the type of advertising they want to see, or don't want to see. You should allow the creative process to unfold, as you always hold the power of decision. Go faster with your instincts to not over-think great ideas.

Give more freedom on execution



The role of a creative brief is to “create the right box”



Advertising people are more “in the box” problem solvers, than they are blue sky thinkers.

- Creative people are motivated by the challenge of the problem, more than the execution of a simple solution. Give them a problem.
- The role of the brief is to create the right box, enough room to move, but enough direction that defines the problem.

The smaller the brief, the bigger the idea will be.

What creative people don't want from their client

1. **Your Solutions:** They find it demotivating to be asked for their expertise (solving problems) and then not utilized (given the answer)
2. **A blank canvas:** They prefer a problem to solve, not a wide open request for options.
3. **An unclear problem:** They need focus in order to deliver great work for you.
4. **Long list of Mandatories:** A tangled weave of mandatories that almost write the ad itself, yet trap the creative team from doing anything breakthrough, surprising or spectacular.



Don't be the over-directive type of brand leader

A good brief should be brief, not long!



Good briefs should have:

- one objective
- one desired consumer response
- one target tightly defined
- one main benefit
- two main reasons to believe

Avoid the “Just in Case” List

Take your pen and stroke a few things off your creative brief!

Who is the audience for your creative brief?

1. **The creative team:** The obvious choice, but a mistake if you think the only choice. A good brief should focus the creative team on a tight problem.
2. **The boss of the brand team:** Brief allows them to understand the intentions of the work, from a strategic and positioning view, making it easier for them to approve the work. The brief is part of the managing your boss.
3. Main agency plus any **related agencies**, keeping all the work aligned and focused. It should allow every part of the marketing execution to support the main creative idea
4. The **next management team**, after the current one, helping to build longevity of a campaign and consistency in the brand positioning.
5. **You**, so that even within the project you can stay focused on the strategy before you see the creative. controls the brand manager from changing their mind or adding things.

Stop thinking that Advertising is like a bulletin board where you can pin up one more message



- Somehow Marketers have convinced themselves that they can keep jamming one more message into their ad.
- The consumer's brain does not work that way. They see 5,000 brand messages a day. They may engage in 5-10 a day. When they see your cluttered messy bulletin board, their brain naturally rejects and moves on.
- Not only are you not getting your last message through, you are not getting any messages through.

Think of Advertising like standing on top of a mountain and just yelling one thing. It is very hard to yell a long message.

8 little secrets to help Brand Leaders get better execution on their brand

1. **See if the strategy can be executed.** Develop a testable brand concept with with rational and emotional benefits, plus support points that you know are actually motivating.
2. **Tighten your brief as much as you can.** Narrow the target and add engaging insights that tell their story. Focus on the desired consumer response before deciding what your brand should say. Focus on one benefit and one message.
3. **Make it personal.** Meet the creative team before the first creative meeting to connect, align them with your vision and inspire them to push for great work.
4. **Lower the pressure.** Hold casual tissue sessions to narrow solutions before going to scripts.
5. **Stay big picture at creative meetings.** Avoid getting into little details. Do that after the meeting. When giving direction, avoid giving your own solutions and but rather try to create a “new box” for the creative team to figure out the solutions.
6. **Take creative risks.** Build your career by being the brand that will stand out by being different..
7. **Manage your boss at every stage.** Early on, sell them, on your vision what you want. Then be willing to fight for great work at every step of the process.
8. **Try to be one of your agency's favorite clients.** Be the client that they “want to” work on your brand instead of being the one they “have to” work on your business. It really matters.

The background of the slide features several large, vibrant red balloons. The balloons are slightly out of focus, creating a soft, festive atmosphere. They are tied with thin, dark strings. The overall color palette is dominated by the bright red of the balloons, with some darker red and blue tones visible in the shadows and background.

2

Writing the Brand Communications Strategy that sets up the Creative brief

**The 7 questions that make up a
Marketing Execution Strategy**