

Module 4

The Creative Brief

In this module, we will cover:

- What a Creative Brief is and why it's used
- The components of the brief
- How to complete the brief
- The importance of Contact Reports
- Versions of the brief:
 - The long version
 - The short version
- Samples of Creative Briefs
- Cheat Sheets
- Templates of Briefs for your files

What is the Creative Brief?

The Creative Brief, or The Brief as it is often referred to, is the basis of every advertisement.

The Brief is a series of questions that need to be asked by the copywriter and answered by the client.

The copywriting process cannot begin until you have interviewed your client and written up your Creative Brief.

In an ad agency, the account service department would do this work for you.

If you are working as a freelance copywriter, you need to know how to take your own brief.

Why do you need a Creative Brief?

The Creative Brief is the master document that states exactly:

- What type of creative piece is being written – a letter, an ad, a billboard?
- What product is being advertised
- Who is being targeted
- What aspects of the product we're going to promote
- Who our competitors are
- Our key selling benefits
- Why we're different to the competitors
- ...and much, much more.

Advertising is a very subjective business which creates room for error.

To minimize misunderstandings and miscommunications, a brief is the key document that both the writer and the client use as their touchstone.

You will look more professional and you will save yourself hours of work later if you take a comprehensive and detailed brief at the *beginning* of the writing process.

How do you find out all this information?

The client should have a deep understanding of their own product, and they should be able to communicate these points. However, this is not always the case which means that you have to use some skilful questioning techniques to elicit this information from them.

Your role as a copywriter is to question, cajole, probe and generally quiz the client on their views about their product, so don't ever just sit there silently as a note taker. You are an active participant in the creation of The Brief.

If the client says their product is 'the best in town', you'll need to ask them why they think that and what evidence they have to support that.

A good copywriter is a superior interrogator. You need to ask lots and lots of questions. If you don't get the answers you need, then you need to re-frame the questions and ask them in a different way so as to get a different response.

You really need to fully understand the product and how it helps the consumer or else you won't be able to write confidently about the product.

You should consider yourself a 'consultant'; someone who is paid to give advice, not take orders.

The most successful copywriters are those who are able to challenge the client and win their respect by telling the client what they *need* to know, not what they *want* to know.

How can you learn about the client's product?

Some copywriters get very involved with their client's product. They are eager to absorb as much information about the product as they can. To do this, they:

- Use the product
- Visit the factory where it's made
- Talk to customers about their experiences with the product
- Watch videos/DVDs and read vast amounts of research material to educate themselves about the product
- Go on the road with the sales rep to see how the product is sold to customers
- Wander the aisles of supermarkets to witness how people choose a product ...and more.

David Ogilvy was famous for researching his client's products.



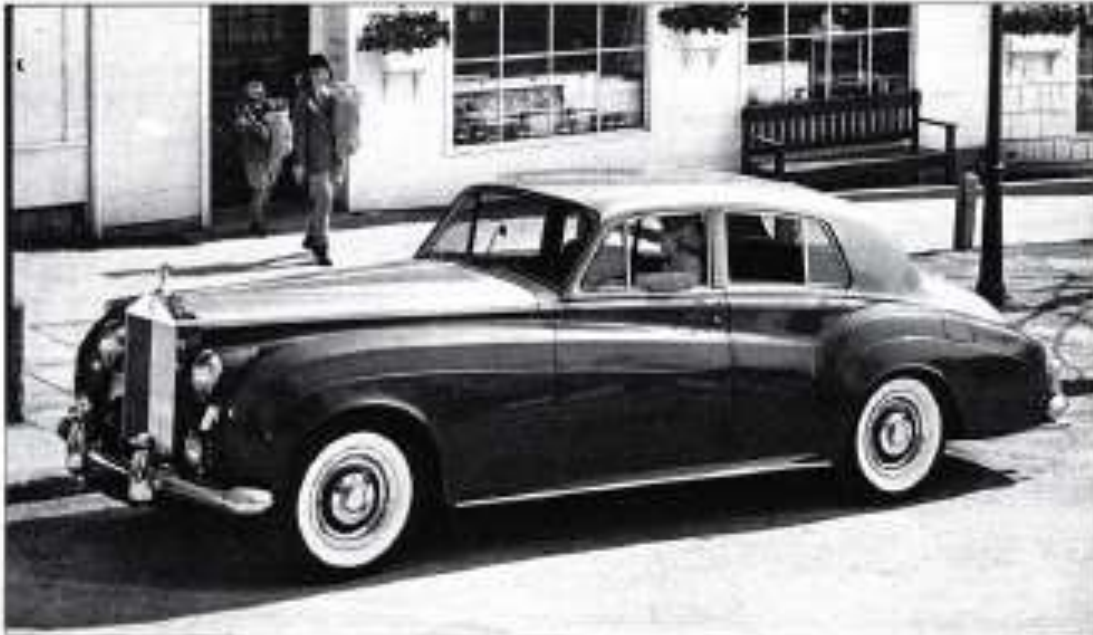
★ Australian School of Copywriting ★

When he landed the Rolls Royce account, he spent three weeks reading about the car and came across a statement in the research that said 'at 60 miles an hour, the loudest noise in this new Rolls Royce comes from the electric clock.'

He then created this ad (overleaf) which went on to become one of the most famous ads in history.



Short term pain for
long term gain –
get the brief right
before you begin.



The Rolls-Royce Silver Cloud—113,595

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of your source. These matters concern unusual frequencies—essentially.

2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is conditioned for hundreds of miles over varying road surfaces.

3. The Rolls-Royce is designed as an overdrive car. It is eight-tin inches shorter than the largest domestic car.

4. The car has power steering, power brakes and automatic gearshift. It is very easy to drive and to park. No chauffeur required.

5. The finished car spends a week in the final assembly, being fire-tested. Then it is subjected to 90 square-mile drubs. For example, the engine is run at 4000 rpm for six hours.

6. The Rolls-Royce is guaranteed by

seven years. With a new network of dealers and parts-depot from Coast to Coast, service is no problem.

7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the crosspiece did—changed from red to black.

8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before nine coats of finishing paint go on.

9. By reaching a switch on the steering column, you can adjust the shock absorbers to suit road conditions.

10. A picnic table, covered in French velvet, slides out from under the dash. Two more swing out behind the front seats.

11. You can get such optional extras as an Esperanto rubber-stamping machine, a darning machine, a bed, hot and cold water for washing, an electric oven or a telephone.

12. There are three separate systems of power brakes, one hydraulic and one mechanical. Damage to one will not affect the others. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.

13. The Bentley is made by Rolls-Royce. Except for the radiator, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

14. The Rolls-Royce Phantom is the advertisement—10.6 principal parts of every—cost \$12,000.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on opposite page. Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N.Y. Circle 2-1184.

The only way Ogilvy could have written this ad and that famous headline, was to have read extensively about the product, and used the product, to ensure the claim was correct.

When you research a new product, you'll need to taste it, smell it, use it, wear it, try it. Get involved with the product.

Your job is to interview the client for as long as you need to get the answers to these questions. This could take a number of hours over a number of meetings.

How do you complete The Brief?

Below is a Creative Brief template.

This is a template used in many advertising agencies around the world. There are other formats but they are all a variation on a similar theme.

You'll see there is a list of headings. Although these headings look straightforward and simple to answer, you'll find that it involves a fair bit of research and spade work to come up with a clear answer for each.

You need to delve deeply into the product to work out the answers to these questions.

And by the way, be prepared for the client to not know the answers to all these questions. That's okay. You can help them through the process but it is your responsibility as a writer to ensure that you completely understand The Brief and what is required before progressing.

In advertising, like other creative industries, you need to be able to justify your creative choices at all times. The brief helps you do that, which is why it is so important to get the client to approve The Brief before you begin writing.

Why should the client approve The Brief before you start writing?

It's important that the client take responsibility for The Brief that has been created. Your ad can only be as good as The Brief. If you don't get the client to approve The Brief, you could be working on a brief that is inaccurate or not what the client wanted.

It always pays to check with the client that you're on the right track.

This helps you justify your actions and 'covers your rear end' in the event the ad doesn't work. When this happens, the client inevitably blames the copywriter for getting it wrong.

We'll show you how to deal with client objections later in the course. But at this early stage, get into the habit of filling out The Brief, getting it approved by the client and then starting work. In that order.

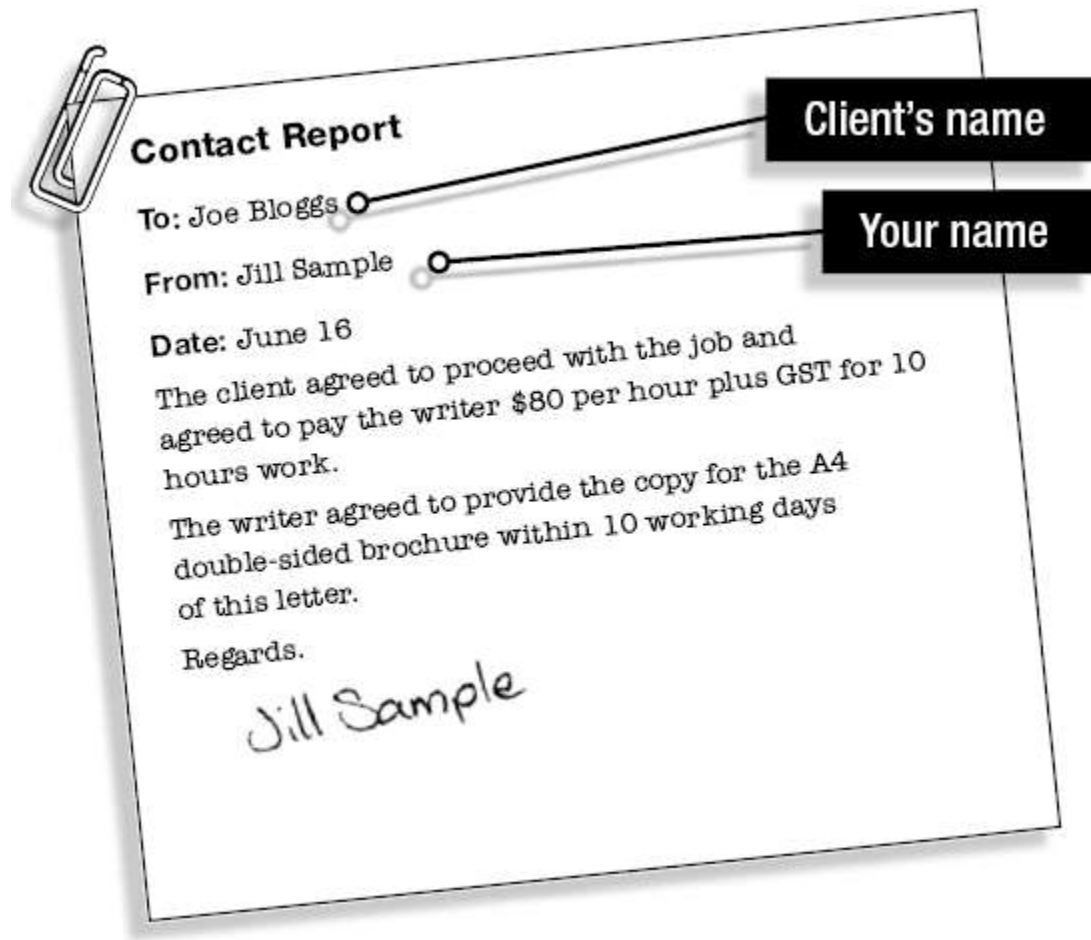
Keep accurate records of your meetings

Contact Reports

If your client approves The Brief, agrees to pay you x per hour or agrees to any aspect of the project you're working on, write it in a memo and send it through to them.

These memos are called Contact Reports. They will protect you in the event something goes wrong later down the track and will help avoid any misunderstandings later on.

Here's what they look like:



That's it. You may send one of these as often as every day, or as infrequently as once a month. You only send them when an agreement has taken place.

How to take a Creative Brief

The Creative Brief is a document that contains 21 key questions which must get answered before you even *begin* thinking about writing. We've listed here two versions of the same document.

1. Short Version
2. Long Version

They are the same document and contain the same headings but the Long Version contains a detailed listing of questions you will need to ask your client.

These questions will help you delve deeply into the product's attributes so that you can create a tight, accurate brief.

You may not need to ask every question listed on the Long Version. They are there for you to use at your discretion. You can also add new questions to the list as you go.

When should I use the Short Version and when should I use the Long Version?

When you sit down with your client for your first briefing meeting, you will use the Long Version.

This acts as your working document that you can scribble on and refer to during the meeting to help you find your next question.

When you have trawled through all your research and you have come up with a brief that you think is accurate and workable, you need to fill out the Short Version of The Brief. This is the document you send to the client for final approval and it is the document that could get circulated throughout the entire organisation for sign off. Most large organisations have a legal department that vet advertising so be prepared for your brief to be seen by many pairs of eyes.



Try to avoid ringing the client up after the briefing and asking further questions. It's much more professional to use your briefing meeting to get all your questions answered at the one time. This may not always be possible but you should aim to get the information you need at one or maximum two meetings. After all, it's your time that's ticking and theoretically, you can't charge for briefing time (we'll cover that later in the chapter on Invoicing).

The final brief can be more than one page (although some copywriters become quite precious and won't work on any briefs longer than a page) but try to keep it as succinct as possible.

To summarise.

Shown here are the two versions of the Creative Brief that we will be working with.

They are the same document but they have different purposes.

1. The Short Version
2. The Long Version

To recap: the Short Version is used when you submit The Brief to the client for final approval.

The Long Version is your working document that is used for note taking and question-prompting during your briefing meeting.

CREATIVE BRIEF – Short Version

1. Job Title	
2. Client Name	
3. Client Contact	
4. Product/Service	
5. Description of Product/Service	
6. Date Required	
7. Task: What needs to be made?	
8. Background to this job	
9. Objectives	
10. Target Market	
11. Features and Benefits	
Feature 1: Benefit 1:	Feature 3: Benefit 3:
Feature 2: Benefit 2:	Feature 4: Benefit 4:
12. Creative Proposition/Single Minded Idea	
13. Supporting Evidence/Proof of Claim	
14. Product Personality/Tone of Voice	
15. Call To Action	
16. The Offer/The Incentive	
17. Media Considerations	
18. Campaign Timing	
19. Essential Requirements/Mandatories	
20. Constraints	
21. Competitors	

CREATIVE BRIEF – Long Version

1. Job Title

- What are you going to name this job?
- It's generally a shortened name that sums up the ad.

2. Client Name

- What is the exact name of the company who makes the product?
- Are they a subsidiary of a larger company?
- Who else do they own?
- Who owns the company?

3. Client Contact

- What is the name of the person you will be dealing with?
- Who makes the final decision on copy approval?

4. Product/Service

- What is the full and correct name and details of the product you will be working on?

5. Description of Product/Service

- What product are we writing about? Be specific. Is it the Diet Coke 600ml product or the 1.25 litre bottle of Diet Coke?
- What other products does the company make?
- Should they be mentioned or is this a stand-alone piece about one product.

6. Date Required

- On what date is copy required by the client?
- On what date will the ad go to print/air?

Note: These two dates will be different so be certain you get clarification on both dates.

7. Task: What needs to be made?

- What is being created?
- An A4 single sided brochure? An A4 colour advertisement for Cleo magazine? A 2-page direct mail letter? A 30-second radio advertisement?
- What are the exact measurements of the piece? Be specific.

8. Background to this job

- What is the background to this piece of advertising being required? E.g:
 - ← Are sales down?
 - ← Has a new competitor appeared on the market?
 - ← Has a product recall occurred and it's time for a re-launch?
 - ← Are new leads needed?

CREATIVE BRIEF – Long Version (continued)

9. Objectives

- What is the specific objective of this campaign?
- Be specific. Yes, we want more sales – but how many? For example:
 - ← How many units do we want to sell and in what period of time?
 - ← How much profit do we want to make?
 - ← How many new customers do we want to bring in?
 - ← How many lapsed customers do we want to bring in?
 - ← What do we want the average order value to be?

If you don't know what the objectives of the campaign are, you can't know if it's been a success or not.

Even if the client isn't clear about their objectives, it's important to have a goal for which to aim.

10. Target Market*

This section sums up who exactly we are targeting in this ad ie. who is the person who should buy this product?

This is a vital component of The Brief. If this is wrong, everything is wrong.

You have to be able to 'see' the target in front of you.

- Are they male or female?
- How old would they be?
 - 18-25?
 - 26-30?
 - 40-55?
 - 56-65?
 - 65+?
- How much does this person earn?
 - \$0-\$30,000?
 - \$31,000-\$60,000?
 - \$61,000-100,000?
 - \$101,000+?
- What level of education have they attained?
 - school leaver
 - tertiary
 - post graduate
 - other

CREATIVE BRIEF – Long Version (continued)

- Are they married, single, gay, redneck, Christian, atheists, a minority group, bikers, gardeners, pool owners, stockbrokers?
- Do they speak and read English fluently?
- What other languages might they speak?
- What books do they read?
- How do they feel about refugees, capitalism, Greenpeace, childcare for working mothers, technology, pollution, nuclear power, GM foods, keeping fit, love, friendship, education, superannuation?
- Who makes the decision about what gets bought? Husband or wife? Child or parent? Boss or secretary?
- What would they be wearing?
- How would they sit?
- What would they value?



Can you think of someone you know in your own life who is in that target group? It could be your mother. If so, what language would she use? What words wouldn't she use? What would motivate her to buy this product?

You need to create a snapshot of this person in your mind and keep it there whilst you're writing.

11. Features and Benefits

See the chapter on *How To Write Direct Mail* for further reference on how to identify the features and benefits of any product.

- What are the features of this product and the corresponding benefits for each feature?
- Which ones are the most important in the eyes of my target audience?
- What does this product do for its user?
- What need does it solve for its user?
- What's in it for the user if they buy this product – what do they get out of it?
- How will it make their life easier?
- What are the negative consequences for them if they don't buy it?
- Is it new or has it been around for some time? How long?
- Why does the target audience need this product?

CREATIVE BRIEF – Long Version (continued)

12. Creative Proposition/Single Minded Proposition

- What is the one message you would like the target market to take away after reading this ad?
- There may be many messages, but what is the single-minded proposition that you want to leave them with? eg. Panadol gets rid of pain fast.

13. Supporting Evidence/Proof of Claim

- What proof do you have to support the creative proposition?
- What evidence, statistics, testimonials can you supply that proves your claim is true? eg. 8 out of 10 doctors recommend Panadol.

Note: Claims made without supporting evidence are ignored by the consumer.

14. Product Personality/Tone of Voice

- What should the tone of this communication be?
- Should it be formal and serious? Zany and fun? Elegant and romantic or exciting and dynamic?

eg. Compare Virgin Airlines' tone to the tone used by Qantas. Virgin uses a cheeky, irreverent, pun-based tone to promote the airline. Qantas adopts a formal, elegant and classical tone to promote their airline.

15. Call To Action

What specifically do you want the target market to do as a result of seeing this communication?

- Call a phone number?
- Click on a website?
- Send for some more information?
- Visit the store?
- Arrange a free measure or quote?

Tell the target market exactly what action you would like them to take when they have finished reading the ad.

16. The Offer/The Incentive

- What can you offer them (in addition to the product) that will compel them to act now?
- The offer doesn't have to be expensive, but it has to be relevant and interesting to the target market.

Examples:

- Send for more information
- Enter the contest to win a prize
- Buy now and receive a 10% discount
- Spend \$500 and receive \$20 free voucher
- Buy one get one free
- Get two for one

CREATIVE BRIEF – Long Version (continued)

- Get a free gift with every purchase
- First 100 to respond get an upgrade
- Free delivery
- 100% money back guarantee if you're not satisfied
- We'll come to your office
- Overnight delivery guaranteed
- Free quotes
- Free 1/2 hour consultation
- Check out the quiz on our website

17. Media Considerations

- How will this piece be distributed? By Australia Post, via email, via fax, via billboard, via the web?

18. Campaign Timing

- When will this campaign take place?
 - Is it time-limited eg. the sale offer lasts for one week only.
 - Is it a seasonal product like swimming pools, bikinis, central heaters, overcoats?
 - Is the ad second in a series of ads that have already gone to air/print.

19. Essential Requirements/Mandatories

- What information do you need to include on the communication that is essential eg. logos, phone numbers, ABN, copyright, trademarks, disclaimers, conditions apply.

20. Constraints

- What can't you mention in the ad?
- What claims are not allowed to be made? eg. weight loss companies cannot guarantee weight loss; hair replacement companies cannot guarantee hair will grow back.

21. Competitors

- Who else makes this type of product?
- Who are your competitors? There may be more than you think.
- Think laterally about all the competitors who might be competing for the same target market as you.
- How is my product different to the competitors?
- Do they offer the same features? If so, why would someone buy mine over theirs?
- What will make my product stand out amongst the competitors?
- How much do the others cost? Are we offering the same thing for the same price?

Target market *Beware!

This section is one of THE most important sections of the entire briefing document.

You should spend more time on this section than any other section because if you get the Target Market wrong, the whole brief will be wrong.

Beware the client who says: “We want to target *everyone!*”

Why? Because it’s *impossible* to write a targeted piece of advertising that appeals to all target markets.

You are better off choosing one market and offering them something relevant and interesting, rather than choosing many targets and offering them a bland, across-the-board offer that is neither interesting nor relevant.

You may have numerous target markets. That’s okay. You need to treat each one differently and target them with different messages.

So, how do you work out which target market to focus on? Choose the target market that is most lucrative to the client or who has the most potential to be lucrative.

On some occasions, you may get away with targeting a few different groups with the one communication piece. But in general, we advocate against targeting disparate groups using the same communication piece. It’s just a waste of money.

What does a completed Creative Brief look like?

You’ve seen a blank Creative Brief. Now it’s time to see a completed Creative Brief.

We’ve taken a real product and worked backwards from the finished ad to see what The Brief might have been.

Here’s the completed ad and following that is The Brief we believe would have been used to create the ad.

Like most things in life, inserting a tampon takes a bit of practice.

Remember when you first tried to do your
shower?

The first time you used a hair curler?

Your first wobbly attempts at joined-up writing?
So many of the things we take for granted
often seem impossible at first. And for many girls,
inserting a tampon is no exception.

That first tampon.

If you've never used tampons before, it's likely
you'll be a bit nervous the first time you try.

But one moment, it's easy once you get the hang
of it. Especially with **Lillets** tampons.

Lillets were designed by a woman, so it's so much
deeper to the comfort and more natural shape we've
designed. It's having a soft, rounded applicator, like
some tampons. Lillets are inserted by hand.

So just use tampons, your finger is a bit wider
and more sensitive than your tampon applicator.

But even if you find it difficult at first, don't get up
too early to be surprised to learn that Lillets
are used by 25 million women around the world -
and more of them probably found it a bit easier to
insert with us still.

**Are you asking an impossible
question?**

If you have problems inserting a tampon, it's
probably because you're too nervous.

So the golden rule is to relax. There, deep breath!
A nice, comfortable position - either sitting on the edge
of the bath, or with your feet on the side of the bath.

We recommend Lillets Max to start with, as
it's the smallest tampon we make - just 2 centimetres
in length.

The trick is to push upwards and backwards
towards your navel.

You'll have time to do it. Push forward when it's
towards your navel.

A tampon would have to be thicker than a
finger to get through the vagina. And you know
that. So you know the great thing about tampons
is that they don't show at all - not even under a swimsuit
or bikini.

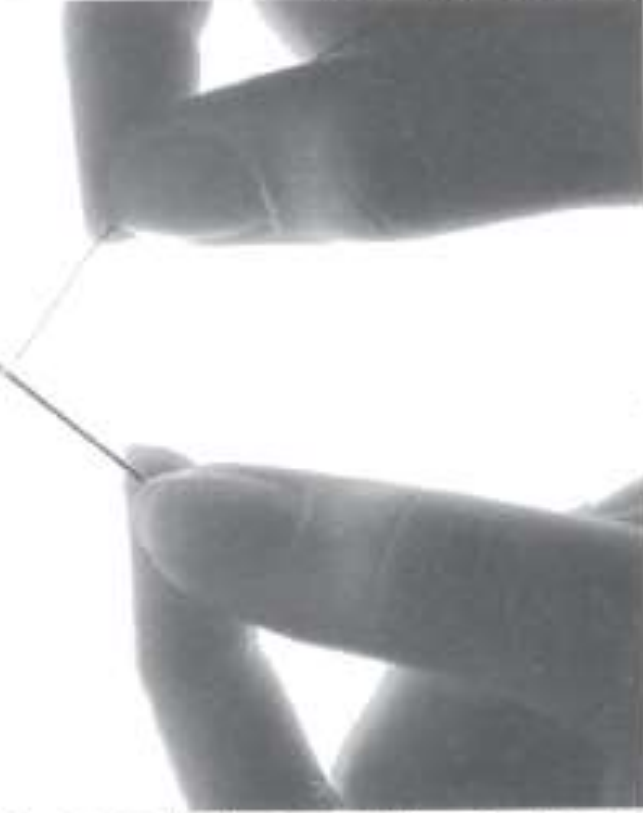
And of course you can see, when you're doing
anything like when you're wearing one.

And some Lillets gently signal address
inside you, there's no danger of leakage.

Because Lillets don't need applicators, they
come in smaller packets - about the size of a box
of tissues.

So when you change it, there's nothing to see
or hear.

It just looks like a pretty box.



See, don't even have to take it out to get it
the box.

There's no embarrassing about it when
others because the box is discreet in design.

We think you'll agree, it's rather less obvious
than a packet of applicators.

If you'd like more information about Lillets, send
us a postcard, you'll fill in the coupon below and
send it to us. We'll also send you a free trial packet
of Lillets Max.

And if you're anything like you're not sure about
inserting it, it might seem, write to Marie Coppen
at the very address.

She's been helping girls with their period
problems for many years and she'd be happy to help
you too.

For you, the Lillets tampon pack with a FREE TRIAL
Marie Coppen, Lillets & Sugar-Glitters Tampons Ltd,
1000 Park Road, Birmingham B6 7JG. (We really support)
Lillets are tampons - please please.

Name: _____ Age: _____
Address: _____
Postcode: _____
Lillets

We haven't got access to the original brief for this ad but we're pretty sure it looked something like this:

CREATIVE BRIEF	
1. Job Title:	Threading a Needle
2. Client Name:	Smith and Nephew Consumer Products Ltd.
3. Client Contact:	Jane Doe — Marketing Manager Ph: 0411 123 456
4. Product/Service:	Lil-lets tampons
5. Product/Service Description:	<ul style="list-style-type: none"> • Lil-lets tampons • Designed by a woman • No applicator needed • They come in small packages – the size of a box of matches. • Used by 25 million women around the world • Smallest tampon made by Smith and Nephew – 5cm in length.
6. Date required:	N/A
7. Task: What needs to be made?	To create a magazine advertisement to appear in Dolly magazine. Ad must measure 230mm across x 150mm down.
8. Background to this job:	Research has shown that young women choose sanitary napkins over tampons because they find tampons too difficult to insert. They feel embarrassed and silly asking for help and don't know who to turn to for advice. They would rather choose sanitary napkins and endure discomfort, rather than ask for help on how to insert a tampon.
9. Objectives	<ul style="list-style-type: none"> a) to increase sales of Lil-Lets by 33% between now and 3 months b) to get 500 women to send off for the free sample c) to receive 250 letters for Marion Cooper asking for advice
10. Target audience	11-14 old girls who are finding it difficult to insert tampons.

11. Features and Benefits

Feature #1:

Designed by a woman

Benefit #1:

- It is made by someone who uses it. Who else knows more about the female body than another woman?

Feature #2:

Unlike sanitary napkins, tampons don't show.

Benefit #2:

- You can dance, swim, wear a leotard and no-one will ever know you are having your period, i.e. the freedom to live your life without restrictions.

Feature #3:

No applicator needed.

Benefit #3:

- Easy to use and more comfortable to insert than using a cardboard applicator.
- A finger is softer and more sensitive than a cardboard applicator so it makes inserting the tampon easier and more comfortable.
- Because there is no applicator included, the package is smaller which makes it more convenient to carry Li-Hets in the handbag and saves embarrassment.

Feature #4:

Smallest tampon made by Smith and Nephew – 5cm in length.

They come in small packages – the size of a box of matches.

Benefit #4:

- It's small which means that it's easier to insert. This means it won't hurt and that you'll have an easier time getting started with tampons.
- The package is small which means you can be discreet when you open your handbag because nobody will see it. You'll save yourself embarrassment.

Feature #5:

Used by 25 million women around the world

Benefit #5:

- This is proof that the tampon is easy to use. 25 million women have worked out how to use this tampon – so will you. It's very easy to use.
- Lots of people have used this tampon successfully – so will you.

12. Creative proposition

Practice makes perfect. Try it.

13. Supporting evidence/Proof of Claim:

- 25 million women have used this product.
- It was designed by a woman.
- It's the smallest tampon made by this manufacturer.

14. Tone of voice/Product Personality

- Helpful
- Motherly
- A close friend providing advice
- Instructional
- A step by step guide to inserting a tampon

15. Call to Action

- Fill in the coupon and send it to us.
- Write to Marion Cooper at the address listed.

16. The Offer/The Incentive

- We'll send you a free trial packet of Li-lets Mini.
- Have your questions answered by Marion Cooper.

17. Media considerations

The ad needs to be placed on the Right Hand Side (RHS) of the magazine as we want the girls to cut out the coupon and send it off. If it's on the LHS they are less likely to cut it out.

18. Campaign timing

Starts in summer. This is when girls typically want to swim or wear revealing outfits and this is when the issue of using sanitary napkins becomes problematic.

19. Essential Requirements/Mandatories

- Must feature a coupon.
- Must feature the brand name.
- Must feature a picture of the tampon itself.
- Must feature a pack shot of the tampon box.

20. Constraints

- Don't mention any other products made by Smith and Nephew other than Li-lets.
- Don't mention blood, bleeding or vagina.

21. Competitors

Stay Free Minis.

Assignment for Module 4

Task: How to fill in a Creative Brief

Step 1:

Read this ad carefully.



Think small.

<p>Our little car isn't so much of a novelty any more. A couple of dozen college kids don't try to squeeze inside it. The guy at the gas station doesn't ask where the gas goes. Nobody even stares at our shape. In fact, some people who drive our little</p>	<p>liver don't even think 32 miles to the gas- ta is going any great gals. Or using five pints of oil instead of five quarts. Or never needing anti-freeze. Or racking up 40,000 miles on a set of tires. That's because once you get used to</p>	<p>some of our economies, you don't even think about them any more. Except when you squeeze into a small parking spot. Or renew your small insur- ance. Or pay a small repair bill. Or trade in your old VW for a new one. Think it over.</p>
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Step 2:

Fill in The Brief that you think would have been used to create this ad. I.E. Work backwards to identify what The Brief might have been.

Step 3:

Use the questions listed in the Long Version of the Briefing Document to help you answer the questions.

Step 4:

The use the Short Version to summarise your brief.



A Cheat Sheet outlining this completed brief is attached overleaf, but why not give this assignment go and see if you can complete the brief yourself. Then you can compare it to the Cheat Sheet to see how you went.

Here's a clean brief sheet you can use for this assignment.

CREATIVE BRIEF

1. Job Title

2. Client Name

3. Client Contact

4. Product/Service

5. Description of Product/Service

6. Date Required

7. Task: What needs to be made?

8. Background to this job

9. Objectives

10. Target Market

11. Features and Benefits

12. Creative Proposition/Single Minded Proposition

13. Supporting Evidence/Proof of Claim

14. Product Personality/Tone of Voice

15. Call To Action

16. The Offer/The Incentive

17. Media Considerations

18. Campaign Timing

19. Essential Requirements/Mandatories

20. Constraints

21. Competitors

Cheat Sheet for your assignment.

Here's the completed brief for this assignment.

Don't look at it until you've had a go at completing the brief on your own.

CREATIVE BRIEF	
1. Job Title	Think Small
2. Client Name	Volkswagen of America Inc.
3. Client Contact	N/A
4. Product/Service	Volkswagen cars
5. Description of Product/Service	Volkswagen car – no specific model.
6. Date Required	N/A
7. Task: What needs to be made?	A full page newspaper ad, measuring 210mm down x 160mm across. Black and white.
8. Background to this job	Petrol prices are up, cars are getting bigger and are becoming more costly to run. At present, people don't have a choice with the size of car available – the Detroit manufacturers all make large cars. Large cars cost more to run and repair. We believe people are seeking a change but don't have any alternative cars from which to choose.
9. Objectives	<ol style="list-style-type: none"> 1. To encourage people to consider VW 2. To encourage people to think about the costs of running a car 3. To think it over before they buy a new car
10. Target Market	Non conformists; free thinkers; people who aren't afraid to be different; people concerned with the cost of running a large car; people on a budget.

CREATIVE BRIEF – CONTINUED	
<p>11. Features and Benefits</p> <p>Feature # 1: Gives 32 miles to the gallon.</p> <p>Benefit #1:</p> <ul style="list-style-type: none"> • Cheaper to run. Saves you money. 	<p>Feature # 2: Takes five pints of oil instead of five quarts.</p> <p>Benefit # 2:</p> <ul style="list-style-type: none"> • Cheaper to run. Saves you money.
<p>Feature # 3: Never needs anti-freeze.</p> <p>Benefit # 3:</p> <ul style="list-style-type: none"> • Cheaper to run. Saves you money. • Convenient – you don't have to buy anti-freeze and pour it in. • Peace of mind – the engine will never freeze. 	<p>Feature # 4: Tyres last for 40,000 miles.</p> <p>Benefit # 4:</p> <ul style="list-style-type: none"> • Cheaper to run. The tyres don't need to be replaced as often.
<p>Feature # 5: Small size – easy to park</p> <p>Benefit # 5:</p> <ul style="list-style-type: none"> • Convenient/Saves time – can park it anywhere. 	<p>Feature # 6: Repair bills are smaller.</p> <p>Benefit # 6:</p> <ul style="list-style-type: none"> • Save money. Won't cost as much to repair.
<p>12. Creative Proposition/Single Minded Proposition Think Small.</p>	
<p>13. Supporting Evidence/Proof of Claim See Features and Benefits for a listing of Proof of Claims.</p>	
<p>14. Product Personality/Tone of Voice Sensible. Practical. Wise.</p>	
<p>16. Call To Action Think It Over.</p>	
<p>16. The Offer/The Incentive N/A</p>	
<p>17. Media Considerations N/A</p>	
<p>18. Campaign Timing N/A</p>	
<p>19. Essential Requirements/Mandatories</p>	

Must feature the logo and a shot of the car.
20. Constraints N/A
21. Competitors Any large car.