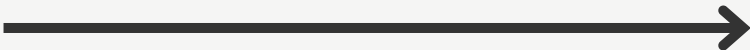


Brief.
In detail.

Content



- Why bother?
- Intro & statements
- Background & market
- Audience
- Objective & rationale
- Character & channels

- Mandatories & outcomes
- More questions
-
-
-
- Thank you!

Why bother with a brief



The more details you put into the creative brief, the shorter and the more accurate the creative process is likely to be. It is about creating boundaries for your brand, really defining its borders – creating a box if you will. So that you know when to step out of it for bigger impact.

Stay on brand. Make a stand.

Klementyna de Sternberg Stojalowska

01. Intro

From: (client)

To: (supplier)

Brand/project:

Date:

Note the obvious: who is the client, what brand do they want you to be working on (they may have more than one in their portfolio).

And date - note when the discussion begins.

02. Core brand statements

Brand promise

Mission

Vision

Values

Tone and voice

Positioning statement

Are their core brand statements formulated and relevant? Perhaps they've never written them down.

This is a telling part. These statements are essential to going forward. If these are not in place, pause and spend some time on formulating these, before diving into any specific product or service-related campaigns. Otherwise you risk of tone, voice, and message being everywhere else but on brand.

03. Background

Specialty

Flagship product

Issues

Why now?

In a short paragraph, write what the company does, its current situation. What is their struggle about?

What triggered the action?

You may want to include a description of past promotional activities as well.

04. Market

Competitors

Collaborators

Potential partners

Is the market saturated? Is it a small pond with big fish, an ocean filled with all sizes of players, or something in between.

Is the situation balanced, or does it evolves rapidly and often with innovations and new brands appearing all over? Or has nothing changed in decades? Is the industry regulated? If yes, how?

This part gives us the wider context of the brand, informs us of the environments it exists in – or is about to enter.



05. Audience

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Current client

Ideal clients

What do they know?

What would you like them to know?

Whom are we talking to and what do we know about them. More importantly - what do they know about us? Is it what we would like them to know/think/do?

Demographic data (age, gender, occupation, education, etc.) is interesting, but a psychographic portrait tells us more about their pains, issues, hinting at where we might meet them in their customer journey. Interests?

Who is searching for your products/services?

Do you know how they search for products/services like yours?



This is another big moment in getting to know your client. Or your client's client.

If the answers are vague, it is worth spending time creating an ideal client profile (if this is something you are interested in, DM me – I have a questionnaire for that too ;))

It is important, because it will be an indication of tone, voice as well as the most appropriate channels to reach that particular audience. It will hint at their biggest problem, the solution to which may be the purpose of the brand, or the campaign.

06. Objective

What's the most important thing that you want to communicate?

This can become the foundation of the campaign on which the headlines and messaging is going to be built.

It is a place to describe brands strongest selling point – what makes it different from your competitors?

I talk about stronger selling point rather than a unique one, because I believe the word 'unique' puts too much pressure on brands. I find asking them what they are really good at makes it easier to open up and find a unique aspect of how and WHY they are doing something.
So, by not fixating on the 'unique', we find it.

07. Rationale

Experience

Awards

Data

This is the moment to list everything and anything that will support all the claims made in this document so far.

It is a place for numbers, certificates, names, connections, links, affiliations. Anything that will be a reason to believe us. Facts and figures to support the creative idea,



08. Character of communication

What is the tone of this campaign?

How do you want your audience to feel?

You may say: straight-forward, metaphorical, serious, witty...

Notice that we are talking about the campaign.
Its tone needs to fit the voice of the brand
(revisit question no2).



09. Channels

Where the campaign is going to be published.

Are you aiming to conquer the digital or want to create a physical asset?

Each channel comes with its challenges: you only have a few seconds to catch a viewer's attention with a billboard, social posts have their character limits, some print formats have specific prep requirements – all this may influence the execution of your creative idea.

10. Mandatories

What must we include and avoid.

Phrases (headlines, straplines, keywords)
images (logos, colours, crests, symbols),
disclaimers, terms & conditions...

Also, list elements (including words
and phrases) to be avoided and those that
cannot be used at all. Is there anything that
would diminish the brand?
Here's a place to list it.



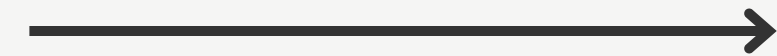
11. Outcomes

What does success look like?

List metrics and standards on which the results
of the project are going to be assessed.

- Brand awareness (how is it going to be measured, perhaps with a qualitative survey?)
- Sales
- Number of bookings
- Number of calls, clicks, open rates...
- What tools are going to be used (Google Analytics, SEMrush, Hootsuite, other CRM systems...)

Questions



Too much?

Better to know too much than too little. And the more I know about the brand, the more on-brand the ideas. Suspend the inner censor and share the info. Or prep an NDA 😊

Gaps...

It is an excellent tool for testing what we know, or think we know, about ourselves and clients' brands. If answers do not come easily, it's a sign to re-examine the subject.

Collaborate!

Fill the brief for your client after discovery call, or do it with your client. Use it to collaborate, to guide a meaningful conversation and – literally – get the client, creator and the end user on the same page.

Thank you

———— **For your attention**

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