

# Creative brief

- Designed to guide & stimulate creative team
- Should bring target audience to life --> show how audience is expected to relate to brand & respond to ad
- Define proposition / essence of ad --> based on positioning (rational / emotional)
- Provide support evidence

# Describing target audience

- Combine rational and emotional aspects --> demographic characteristics / relationship with brand / usage
- Example: (chocolate)
  - *Women, aged 25-40 who love eating chocolate but may feel guilty about it. Able to afford little luxuries. Enjoy pampering*
  - *are well aware of brand but buy infrequently - not seen as a day-to-day casual eat*
  - *think of brand as special - are reluctant to buy it for themselves but like being given it...*
  - *see brand as distant, aloof, stuck-up, probably foreign*

# Target audience

- Who uses product category?
- What do they use it for?
- Are there different groups doing different things?
- Which brands do they use? Do they use different brands for different purposes?
- How often do they buy and use the product?
- Where do they buy it? In what sort of mood / frame of mind?

# Target audience

- Is it casual, routine purchase or interesting / important?
- When and where do they use it? Why?
- How do they judge between brands? (taste, colour, technical features, durability, reliability?)
- What do they think is good or bad about the brand? and competition?
- Is brand better than competitors in - blind tests? - in reputation? - scientifically/objectively?

# Objectives

- Task may be to:
  - strengthen brand's good points
  - bring attention to good points
  - redress weaknesses
- Chocolate example

# Objectives

- What do we expect to happen as a result of people seeing this ad? What do we want people to think, feel & do?
- 3 possible types of response:
  - rational reaction to info in ad
  - emotional reaction
  - form of action (e.g. mental note to look for brand)

# Proposition

- What does brand offer? How? Arguments that can back the story up?
- USP / single-minded proposition -->key selling features of brand in one concise & compelling sentence or phrase
- Difficulty -- find one USP that is sustainable over time (due to changes in regulations, in trends, facts, etc.)
- Need to be distinctive, relevant and competitive
- In case of technical parity --> emotional

# Examples

- L'Oréal: "Because you are worth it"
- M&M's: "The milk chocolate melts in your mouth, not in your hand"
- Nike: "Just do it"
- Adidas: "Impossible is nothing"
- Philips: "sense and simplicity"
- Anahita: "World Class Sanctuary"
- FedEx: "When it absolutely, positively has to be there overnight"

# Supporting evidence

- What is it about the brand that justifies the proposition?
- What are its key characteristics?
- What is better than the competition?
- What is physically unusual about the product?
- Do people have a special relationship with the brand?