

## ***Creative Brief***

<b>Client/Product:</b>	<b>Bangkok Metropolitan Rapid Transit (MRT Subway)</b>
<b>Background:</b>	<p>MRT opened services in August and for one month charged only 10 baht. Now prices have gone up and the number of users has declined.</p> <p>Fuel prices are going up and with rising auto sales, traffic is once more becoming more congested. The Government is also instituting a number of projects that will disrupt traffic.</p>
<b>Competitors:</b>	<p>Other public transports (buses, taxis)</p> <p>Private cars, Sky Train (Silom &gt; Sukhumvit &gt; Chatujak)</p>
<b>Objectives:</b>	<p>Build brand awareness.</p> <p>Encourage trials and use of MRT</p>
<b>Target:</b>	<p>Students and new jobbers commuting into inner city.</p> <p>Aged 16 – 35</p>
<b>Promise:</b>	<p>A fast, easy way to get around town</p>
<b>Support:</b>	<p>Clean, convenient</p> <p>Affordable</p> <p>Time Saving</p>
<b>Requirement:</b>	<p>Full page, full color print ad</p>
<b>Mandatory:</b>	<p>Slogan</p> <p>Logo</p>

# CREATIVE BRIEF

Client: \_\_\_\_\_ Brand/Product: \_\_\_\_\_

## Marketing Background

Three basic questions need to be answered: 1. Where is the brand or product in the marketplace? Is the overall product category growing or declining. Is it market leader? Is the share increasing or declining? What are the reasons? 2. Where do we want to take the brand? Maintain its current position? Increase market share? Sell X number of units? 3. How will we do this? Increase advertising activity? Increase sales promotion activity?

## Competitive Frame

Who is the competition? What is their SOV? What competitive product claims do they make? Is their advertising considered effective?

## Product

What is the actual product name (s) and product features

## Advertising/Communication Objectives

Objectives should be realistic and limited. Maximum of 3 objectives. The objectives should cover what we expect the advertising to achieve e.g. Create awareness, Generate sales leads, Deliver a specific advertising message.

## Target Audience

The target should be specific, it should always be limited, a target audience must never be "All Adults" or the "general public". The target should be divided into two components: Demographics; age, sex, income, occupation, marital status, geographic location and education. Psycho-graphics: some distinguishing behavioral characteristic of the target which may be a motivating factor (eg.) a frequent business traveller for an airline, heavy coffee drinkers for instant coffee..

## Promise/Consumer Benefit

In one statement you must determine: What is the motivating reason to buy the product? What will the product do for the consumer? How will the product or service change the consumer's life? What can we say about the product that will impel consumers to take action?

## Critical Support

What is the key/critical product feature or attribute that justifies, substantiates and supports the above benefit or promise. It can be tangible or intangible, it can be real or perceived.

## Tone & Manner

How does the advertising sound, how do we portray the product: is it young or old, masculine or feminine, fun, serious, exciting, trustworthy. If the product is new the advertising should feel new.

## Mandatories

Rules or instructions, about how the brand should be shown: use of taglines, logos, fonts, colors

## What is required

What is wanted: print ads (what size) colour or B/W, Magazine or Newspaper, Billboards or POS, What length of radio spots or TV spots. Production budget.

# CREATIVE BRIEF

Client \_\_\_\_\_ Brand / Product \_\_\_\_\_

*Marketing Background*

Competitive Frame

Product

Advertising / Communication Objectives

Target Audience

Promise / Consumer Benefit

*Critical Support*

Tone & Manner

Mandatorie

# CREATIVE BRIEF

Client: \_\_\_\_\_ Brand/Product: \_\_\_\_\_

## Marketing Background

Three basic questions need to be answered: 1. Where is the brand or product in the marketplace? Is the overall product category growing or declining. Is it market leader? Is the share increasing or declining? What are the reasons? 2. Where do we want to take the brand? Maintain its current position? Increase market share? Sell X number of units? 3. How will we do this? Increase advertising activity? Increase sales promotion activity?

## Competitive Frame

Who is the competition? What is their SOV? What competitive product claims do they make? Is their advertising considered effective?

## Product

What is the actual product name (s) and product features

## Advertising/Communication Objectives

Objectives should be realistic and limited. Maximum of 3 objectives. The objectives should cover what we expect the advertising to achieve e.g. Create awareness, Generate sales leads, Deliver a specific advertising message.

## Target Audience

The target should be specific, it should always be limited, a target audience must never be "All Adults" or the "general public". The target should be divided into two components: Demographics; age, sex, income, occupation, marital status, geographic location and education. Psycho-graphics: some distinguishing behavioral characteristic of the target which may be a motivating factor (eg.) a frequent business traveller for an airline, heavy coffee drinkers for instant coffee..

## Promise/Consumer Benefit

In one statement you must determine: What is the motivating reason to buy the product? What will the product do for the consumer? How will the product or service change the consumer's life? What can we say about the product that will impel consumers to take action?

## Critical Support

What is the key/critical product feature or attribute that justifies, substantiates and supports the above benefit or promise. It can be tangible or intangible, it can be real or perceived.

## Tone & Manner

How does the advertising sound, how do we portray the product: is it young or old, masculine or feminine, fun, serious, exciting, trustworthy. If the product is new the advertising should feel new.

## Mandatories

Rules or instructions, about how the brand should be shown: use of taglines, logos, fonts, colors

## What is required

What is wanted: print ads (what size) colour or B/W, Magazine or Newspaper, Billboards or POS, What length of radio spots or TV spots. Production budget.

# CREATIVE BRIEF

Client \_\_\_\_\_ Brand / Product \_\_\_\_\_

*Marketing Background*

Competitive Frame

Product

Advertising / Communication Objectives

Target Audience

Promise / Consumer Benefit

*Critical Support*

Tone & Manner

Mandatorie

**Grey Worldwide : Thailand  
Creative Brief**

**JOB : Manpower THAILAND: Candidate Brochure  
JOB NO: MANP 00003**

**Date: Feb 2, 2006**

<p><u><b>Communication Objective</b></u></p>	<ul style="list-style-type: none"> <li>- To launch new global branding campaign for Manpower in Thailand</li> <li>- To create quick awareness for Manpower in Thailand and differentiate from competition</li> </ul>
<p><u><b>WHOM</b></u> are we talking to?</p>	<p><b>2 broad audience:</b></p> <p><b>1) Candidates</b>, especially professional and middle level candidates, with whom we want to develop an awareness that Manpower, contrary to current perceptions, has something valuable to offer by way of jobs, career advice and insight into the future world of work ( 1. General market Candidate: Female, 22-30 years old / 2. Industrial market candidate: Male, 18-25 years old (Casual) / 3. Professional Candidate: Male, 30-50 years old)</p> <p><b>2) Client and prospect companies</b>, with whom we want to develop awareness that Manpower offers higher level candidates than what are normally perceived to be available through Manpower.( 4. HR director: Female, 35-50 years old 5. Functional business manager: Male, 30-40 years old)</p>
<p><u><b>WHAT</b></u> do they currently believe and do?</p>	<p><u><b>BELIEVE:</b></u></p> <ul style="list-style-type: none"> <li>- They do not know WHAT Manpower IS ABOUT? And WHAT it has to offer?</li> </ul> <p><u><b>DO:</b></u></p> <ul style="list-style-type: none"> <li>- They do the recruitment themselves.</li> </ul>
<p><u><b>WHAT</b></u> do we want them to believe and do?</p>	<p><u><b>BELIEVE:</b></u></p> <ul style="list-style-type: none"> <li>-Manpower as the authority on "What's now and What's next in the world of work," will offer insight and information that help companies and candidates navigate the challenges in the changing world of work.</li> </ul> <p><u><b>DO:</b></u></p> <ul style="list-style-type: none"> <li>- Call/ Select Manpower today.</li> </ul>
<p><u><b>WHY</b></u> should they believe us?</p>	<ul style="list-style-type: none"> <li>- Manpower is the world's leader in the employment service industry, offering customers a continuum of service to meet their needs throughout the employment and business cycle.</li> <li>- Manpower has the expertise and knowledge to understand your needs &amp; business environment.</li> </ul>

	<ul style="list-style-type: none"> <li>- Manpower worldwide network of 4,300 offices in 67 countries and territories enables Manpower to meet and satisfy the needs over 400,000 customers.</li> <li>- Manpower placement services are cost effective, practical and guaranteed.</li> <li>- Manpower understands the important of investing in its people and we offer a range of direct training tools. Direct training not only helps employees to update their skills, but also serves as a powerful on the job reference tool. This allows FREE access to more than 2,500 courses that assist transition into their workplace.</li> <li>- Manpower of GCL is a powerful recruiting &amp; retention tool. It helps us build a stable, ever-expanding pool of highly motivated individuals with the talents you need.</li> </ul>
<p><b>WHAT</b> must be included in the execution?</p>	<ul style="list-style-type: none"> <li>• Adaptation of Global template.             <ol style="list-style-type: none"> <li>1. Copy focused on a contemporary working issue</li> <li>2. Photographic (Asian people)</li> <li>3. Logo MANPOWER</li> <li>4. Tagline: "What do you do?"</li> </ol> </li> <li>• Look: Simple, fresh, inclusive, professional</li> <li>• Feel: Practical, but not safe/ Fresh thinking and innovative/ Who we are plus where we're going.</li> <li>• Medium: PRESS AD (Thairath, BKK Post, The Nation)</li> <li>• Size: Strip ad. - 2 pieces.</li> </ul>

#### Working Schedule :

- Creative Brief Thu. Feb 2, 06
- 1<sup>st</sup> Present copy & Layout
- 
- Tracing
- Finish Artwork Thu. Feb 9, 06

ICA 679  
Global Brand Communication Strategy  
Lecture 1

Creative Strategy  
Development, Implementation, Evaluation



# Advertising Creativity

Breakthrough the clutter  
and make an impression  
(Likeability)

# Creative Process

1. Immersion

Read / Look / Listen / Ask

2. Digestion

3. Incubation

4. Illumination

5. Reality or Verification

# How advertising works

- Impact
- Effective
- Achieves desires effects (Analyze)
- AIDA
- D. Ogilvy: I try to write from one human to another, and I try to make it as real and personal as possible.

# How advertising works

- SMCR communication model:      S -> M -> C -> R

Source: sender who encodes the

Message: pictures and words sent through

Channels: of communication to

Receivers: readers, viewers, listeners

Feedback: monitoring response

One-way / Two-way (Interactive)

Noise: what interrupts the message

# Quantitative/Qualitative Research

- Surveys
- Focus Groups
- Ethnographic (Reality TV) - Observation

# Marketing Plan

- Market Situation Analysis - SWOT
- WHAT is happening with the brand?
- HOW is it happening?
- WHERE is it happening?
- WHEN is it happening?
- TO WHOM is it happening?
- Marketing Mix Strategy

# The Big Idea

- Creative Strategy
- Creative Tactics
- The Central Theme - Differentiation

Tag Line

Slogan

# *Creative Brief*

**Client/Product:**

**Background:**

**Competitors:**

**Objectives:** Build brand awareness.

Encourage trial

**Target:** Demographics / Psychographics

**Promise:**

**Support:**

**Mandatory:** Slogan

Logo

**Requirement:** Full page, full color poster



# *Creative Brief*

<u>Communication Objective</u>	<ul style="list-style-type: none"><li>• To create quick awareness</li><li>• To encourage change in behaviour</li></ul>
<u>WHOM</u> are we talking to?	<ul style="list-style-type: none"><li>• Demographics / Psychographics</li></ul>
<u>WHAT</u> do they currently believe and do?	<ul style="list-style-type: none"><li>• Believe</li><li>• Do</li></ul>
<u>WHAT</u> do we want them to believe and do?	<ul style="list-style-type: none"><li>• Believe</li><li>• Do</li></ul>
<u>WHY</u> should they?	
<u>WHAT</u> must be included in the execution?	

# Cultural & Social Influences

- Culture
  - Norms
  - Values
- Core Values
  - Sense of Belonging   - Excitement
  - Fun & Enjoyment   - Warm Relationships
  - Self-fulfillment   - Respect from others

# Strategy

- Selling Idea/USP/Promise/Post Perception  
‘The picture is only the beginning’
  - Theme/Message  
‘ See what develops’     Polaroid
- 
- Selling Idea/USP/Promise/Post Perception  
‘The picture is only the beginning’
  - Theme/Message  
‘ See what develops’     Polaroid

# Advertising Appeals

- Informational/Rational
  - practical, functional need; benefits
  - informative (attributes): comfort, convenience, economical, healthy, sensory benefits (touch, taste, smell), quality, dependability, durability, efficiency

# Advertising Appeals

- Informational/Rational
  - Weilbacher's Rational Approaches
    - Feature
    - Competitive Advantage
    - Favorable price
    - News
    - Popularity

# Advertising Appeals

- Emotional
  - Relate to social, psychological needs
    - \* Status, Recognition
    - \* Pleasure, excitement
- Emotional - Transformational Ad
  - Transform the interpretation of usage
    - Make use of product richer, warmer, more exciting or enjoyable
    - Connect experience so consumer cannot remember brand without recalling experience
    - Make consumption much more enjoyable

# Creative Tactics for Print Advertising

- Headline /Subheads / Bold / Flash
  - Direct / Indirect
- Body Copy / Copy
- Visual Elements
- Layout

# Guidelines for Evaluating Creative Output

- Approach consistent with brand's marketing and advertising objectives?
- Approach consistent with creative strategy and objectives?
- Approach appropriate for target audience?
- Approach communicate a clear and convincing message?
- Is ad truthful and honest?

**Ultimate responsibility rests with client!!!!**