



Brandthink™ Series Killer Briefs

Wild Alchemy



Creative Briefs

be creative and brief

What is the assignment?

What is the deliverable?

Why are we doing it?

What do we want to have happen (that's measurable)?

Who are we talking to?

Who are cultists and low hanging fruit? What are their behaviors? Attitudes? Demographics can go in here, but it's the least helpful bit.

What do they currently think?

"In consumer-speak...what are they thinking that helps or hurts?"

What do we want them to think?

"What is the thought that drives the behavior we want?"

What's is the ONE thing we need to tell them?

What is a mantra for the idea we're promoting?

Why should they believe us?

Factual or anecdotal, what support do we have for this idea?

What are we really selling?

What is the emotional benefit? e.g., Revlon makes cosmetics, but sells hope.

What is our brand's personality?

3 words that define our attitude and an example of this intersection

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What is our brand's personality?

Advice

- **Be creative and be brief.** One page only.
- **Use loaded language.** Go for goosebumps.
- **Seek to inspire v. inform.** It's the first idea.
- **Make it hang together.** A thread is needed.
- **Think possibility v. proof.** Ideas live here.
- **Know what you want to have happen.** Ask.
- **Identify what drives beliefs, behaviors.** Dig.
- **Think like a poet.** Make people fall in love.

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.