

Ann Stone

Marketing 488/MBA 534: *Branding*

Creative Brief Assignment

Date: October 11, 2011

Assignment setup

- ***You have learned the theory of what a creative brief is – this assignment is about doing one.***

You will work in your team, on a brand of your choice. Advice: use the same brand you wrote your story about but that is not required.

- ***What about the top part of the brief? Why isn't it here?***

You are not in a position to meaningfully fill it out, so you are not accountable for that section.

- ***Is a week really enough time to do this?***

Please note the date for delivery of this assignment has been revised to October 20th.

- ***What format do we submit this as?***

Take the online copy of this, in word, and save it to your hard drive (or flip to Google Docs). Create your document, save it as a PDF, and upload it as an attachment to the assignment you will find of this name on Blackboard. I will grade and comment on your assignment within Adobe Acrobat Pro and post your commented assignment back on Blackboard.

- ***Is this a real life assignment?***

The following email arrived in my email box over the summer from a student from Branding:

Hi Ann,

So my very first meeting at xxxx was with creatives (yes, real creatives)! It totally made me think of you and appreciate that I knew about the process and context that they used!! I was even given the chance to give my opinion, which was very well received. Also—if I had a dollar for every time “we need to tell the story” has been said in meetings thus far (and keep in mind this is day two) I could already retire!

- ***What follows are the required elements to complete in this assignment:***

Background

- ***Situation Analysis***

You likely have decided to work on a brand for which the 3 questions have already been answered. How you answered them for the assignment, however, is different from how you answer them here. It is important to be succinct, and helpful providing a sense of why things matter as part of the writing.

- ***Business Opportunity – Why are we initiating this work?***

Creative Brief Assignment

The business opportunity is that your brand wants to drive their business in the counties north of Seattle. Your team has been selected to initiate this work to drive the business forward.

- **Brand Positioning Statement**

To [target audience] Brand X is the [frame of reference] that [point of difference] because [support intrinsic and extrinsic]

You will provide to the creatives your interpretation of the brand positioning statement.

- **Target Audience In-depth analysis (demographic/psychographic):**

Primary: Your target audience can be anyone with one caveat – they are a resident of the communities “north of Seattle”. Be as specific as you can.

Secondary: Identifying a secondary target is optional. You have a lot to do – my advice is to have a primary target audience only.

The unintended target audience: Please note some audience who meets this criteria, but do not spend any time presenting this group in your presentation to the creatives.

- **Target Audience Personification:**

Do only for your primary target audience. If you have the same brand for which you already did a story, it is likely you have a fair amount of this work done. That said, it has to be brief, so it will require editing.

Existing Brand Equities

- **Sensory inventory**

What already exists: Please find online and identify by copying and pasting into this document some visuals that you believe are important to include in the minds of the creatives. Some sensory elements may not be visual – if that is the case mention it and provide a link (if appropriate).

Style Guide: You may leave this blank

- **What exists but is not preferred**

If you see something that belongs here, add it. If you do not, do not stress about this.

- **What the marketplace norms are (remember your designer doesn't live this every day)**

If you see something that belongs here, add it. If you do not, do not stress about this

Assignment

- **What is the work to be done?**

Objective: What does this piece/element/campaign? This is what you have dreamed up to do. DO NOT GO CRAZY. You are thinking up something to drive your brand's business in a part of the country you know well. That said, this is an exercise of transferring information to a creative team...so while “cool” will be engaging it can also be massively confusing, so don't make your idea confusing or complex or you will make it very challenging to get a good grade.

Creative Brief Assignment

Content and Style: This is a local campaign – it will be used in towns and communities in the Pacific Northwest. How to communicate what it is you're looking for?

- What is the mood or feeling the consumer should feel after reading the piece?
 - What is the priority order of the communication elements? This is a list.
 - What adjectives come to mind that you would use to describe this work?
 - If you feel other elements belong here, add them, the above are required.
- **Companion efforts (e.g. web site, CD, e-mail, print, etc.)**

You may leave this blank. These are special local efforts, so we'll focus on that.

• **Other mandatory items**

- How much/often should Brand name be used? Insure legal language clearly noted by geography below.
- How much/often should logo be used?
- Taglines?

Geographic considerations

- ***This is for the Pacific Northwest, and as such, there are few legal or language considerations. If you feel there are other considerations, feel free to note them or leave this section blank.***

Legal & Language: Do not cover for the assignment

Output requirements

Many of you do not have specifics in this area. What you do know or think of should be collected here. As an example, if you are printing banners for soccer fields you may want to note "banners must be waterproof and UV light protected". That said, this is your first try at this effort and you aren't trained creatives – if this is blank it will not work against you.

Metrics of success

You have to think about this and place your ideas here. You are in a 400 level marketing course, so you have some exposure to market research, perhaps IMC, and other elements of the discipline. Use those ideas to place here the elements you know you will need.