

Journal News

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MARKETING
YOU



INSIGHTFUL AND ACCESSIBLE
TOOLS TO HELP YOU

**BECOME A BETTER
MARKETER.**

CREATIVE BRIEF



WHY A CREATIVE BRIEF?

Whether you're using an internal team or an external partner, building strategic, effective creative is difficult. You may think the best approach is to allow your creative partners unbridled freedom to "be creative." But the challenge is, without clear direction, your team will likely disappoint you. How? They may not understand the business need or your marketing strategy as you do. And without direction on what to focus on, creative minds will fill in the gap with whatever they want to focus on (which may be off strategy). Creative briefs help designers, writers, and art directors communicate the value of your business and the benefits of your products and services to your customers - capturing attention, inspiring consideration, driving action, increasing sales, and even building loyalty.

START WITH BUSINESS NEEDS



Whatever you're briefing - be it video, print, digital, or all of the above - be sure to ground your creative brief squarely in your business objectives. Include details around how the creative assets will support your marketing strategy, aligned to business needs.

KNOW YOUR AUDIENCE



Before you can build a creative brief, you need to know who your target audience is. Think beyond their demographics (age, gender, household income) and expand to include psychographic and behavioral insights into their needs and desires.

FIND YOUR VOICE



With any brand, voice is critical. It will inform how creative is developed, and being aligned with the right voice and tone will work to eliminate some revisions.

MAKE AN IMPRESSION



Bringing your brand to life with creative can make a significant impact on your business. It sets you apart from your competition and can make a lasting impression on your target audience, building your brand and creating a more meaningful connection.





▶ CREATIVE BRIEF

CORE BUSINESS NEED(S)

What are you trying to solve for? Are you looking to drive sales? Launch a new product line? Build brand awareness?

1

MARKETING OBJECTIVES & STRATEGY

Write a brief summary of your marketing plan. If you haven't built one yet, download the Marketing You Marketing Toolkit.

2



GETTING DOWN TO BRASS TACKS

It is important to give your creative team a clear sense of who they are talking to, what they want them to do, and why.

WHO IS YOUR TARGET AUDIENCE?

Go beyond demographics and think about their needs, their lifestyles, their passions.

WHAT DO YOU WANT THEM TO DO?

Remember to be specific! Do you want them to make a purchase? Visit a website? Attend an event?

WHY SHOULD THEY DO IT?

What is the key benefit for your target audience? Why would they take the action you are asking of them?

OK, REALLY, WHY SHOULD THEY DO IT?

What are the proof points supporting the key benefit for your target audience? Why should they believe you can deliver?





▶ CRITICAL DIRECTION

BRAND VOICE & TONE

What is your brand's personality? What is its voice and tone? Some examples might be friendly, serious, authoritative, compassionate, humorous, approachable, professional, conversational, etc.

MANDATORIES

What is critical to include in your creative? Think logos, legal disclosures, tag lines, any partner logos, trademarks, phone numbers, websites, etc.

DEADLINES & DELIVERABLES

List all deliverables - and versions of deliverables, if applicable - as well as the timing to receive them.



THE TAKE AWAY

In one sentence - yes! restrain yourself! - write what your target audience should feel or think after seeing your creative. Don't cheat by defaulting to "I want to buy from them!" but put serious thought into what the core compelling take away should be.

1 START WITH AUDIENCE

Get into the mindset of your target audience. Your sentence should be written from the consumer's point-of-view (not yours).

2 IDENTIFY THEIR NEED

What does your target audience need or want? What are their pain points that you solve?

3 DON'T FORGET YOURSELF

If your audience doesn't remember who you are or your product after seeing your creative, it's failed.

4 WHAT ABOUT BENEFITS?

Remember your business or offering is important, but ideally your target also recalls the benefits of your product or service.

5 WHY YOU?

Lots of businesses exist providing the same products or services (or very similar). What makes you special? What's your differentiator?

YOUR SINGLE SENTENCE:





LET US HELP
**SHAPE YOUR
WORLD**



ABOUT US

CENTRAL NEW YORK MEDIA is the largest next generation media and marketing company in CENTRAL NEW YORK with a passion for growing local businesses. We take time to understand our clients' businesses and objectives and develop custom marketing strategies that are rooted in research, as well as creative solutions that cut through marketplace noise and motivate customers to act. We constantly monitor and optimize campaigns and provide frequent, transparent reporting, because – like our clients – we live and die by results.

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