THE T-PLAN/ JWT UR BRIEF 1989

WHAT IS THE PROBLEM OR OPPORTUNITY?

WHAT IS THE ROLE OF ADVERTISING?

WHO ARE WE TALKING TO?

WHAT IS THE KEY RESPONSE WE WANT?

WHAT INFORMATION MIGHT HELP PRODUCE THAT?

WHAT ASPECT OF THE BRAND PERSONALITY?

MEDIA?

T-PLAN

Summary of Creative & Media Brief

The term"T-Plan" (short for Target Plan) is a stimulus for Creative and Media thinking. It should summarize the thinking, documentation and discussions to date; it isn't a substitute for them. All the questions require open-minded fresh thinking; your responses should be concise/ unambiguous and discussed with the whole team before being finalised and acted upon.

1. What is the opportunity and/or problem which the advertising must address?

What are the current consumer perceptions that the advertising must correct or enhance? Take the consumers point of view.

2. What is the role of advertising?

Do we want people to take immediate action, seek more information, educate, recognize the brand's relevance to their needs, reinforce an attitude or change them, bring brand to top of mind? Are we seeking changes or maintaining more of the same?

3. Who are we talking to?

A rich description of the target audience. What do they feel or believe about our brand and whole category; include personality/lifestyle characteristics.

If the Media target is different from the Creative target person identify/clarify accordingly.

4. What is the key response we want from the advertising?

In consumer language, what single thing do we want people to notice, feel or believe as a result of the advertising?



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5. What information/attributes might help produce this response?

This could be a very functional and/or physical attribute; it could be a key emotional/ psychological user need which the brand fulfills. Avoid a "laundry list". It's a reason why for the key response.

6. What aspect of the brand personality should the advertising express?

What is our brand's personality, how does it feel. Is it a change or reinforcement?

7. Are there any media considerations?

What information can affect your media plan eg. media budget; timing requirements/ campaignability; seasonality; competitive activity; regionality; medium(s).

8. This could be helpful

Any additional information which affects the Creative or Media direction, eg. legal restrictions, corporate sensitivities, promotional plans, production budget etc.

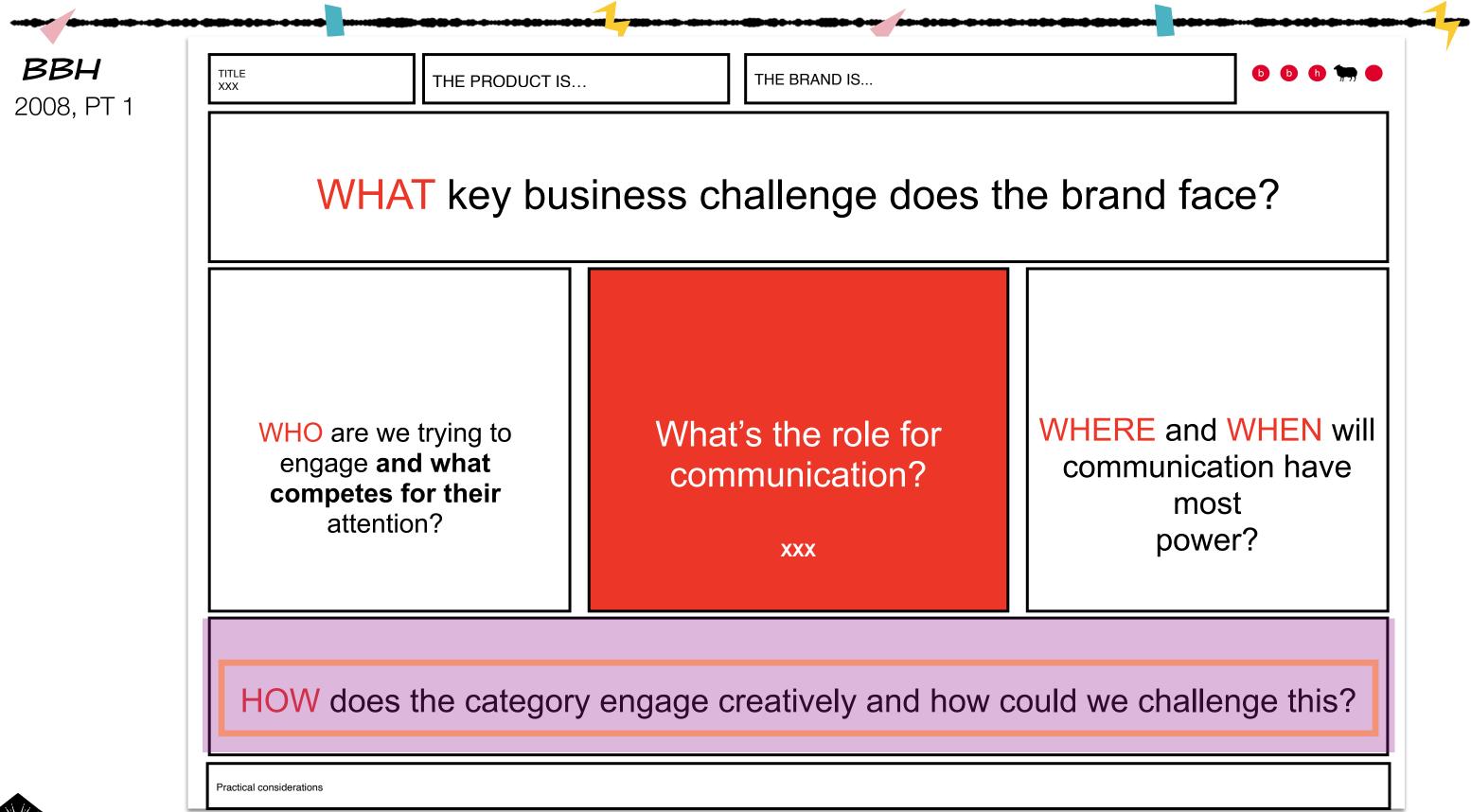
Feel free to use a visual summary, picture, object or anything else which adds in understanding the nature of the brief.

CHIAT/DAY BELIEVES IN MESSAGE TRANSMISSION 1992

Chiat/Day	Crea	tive Brie
10th Fij Berkshire House 168/173 High Hofbarn London WCIV 7AA Phone 44-71-4973575 Fax 44-71-3799844	Dear Thu, May 28, 1992 Client: Product Propagal by: Cowford Hallingworth Job namber: Creative start:	-
Account D'anister	_/92 MD	
Internal Review	Ctient worksteelion Client present	ation
What is the problem or op	poviun/ky†	-
Whet should the advertisk	ng achieve?	
What thought do we want	to leave them with?	
What will make them belie	wa/do Ithia?	
What is required?		

WHAT IS THE PROBLEM OR OPPORTUNITY? **WHO ARE WE TALKING TO?** WHAT SHOULD THE ADVERTISING ACHIEVE? WHAT THOUGHT DO WE WANT TO LEAVE THEM WITH? WHAT WILL MAKE THEM BELIEVE THIS? **WHAT IS REQUIRED? ANYTHING ELSE?**





SAG

JUNG VON MATT

THE BRIEF

THE PLAN Challenge:	The Bri Our common goal: Root message:	Job No: Author: Date: Approved by: Planning: Creation: Consulting Tonality: Media strategy and budget:
Competition: Target group:	Conception: Root element:	Important to know:



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R/GA

BRAND

AUTHORS

CHALLENGE

Insert project name here

Insert your names here

What's the problem we're solving? What's the real job we need to do here?

THE CONSUMER THE CONTEXT THE COMPANY What is the credible Who do we need to engage What real world, category or with? cultural issue that we are contribution that our brand or solving for or pushing product can make? What is their big issue or against? What do we have a right to need or tribe or passion What's at stake if we don't do? point? act? STORY / SYSTEM / **INSIGHT /**

What is the juicy truth that could unlock this entire task?

What is the central strategic thought that we should create around? (One clear sentence. Make sure it's not copy.)

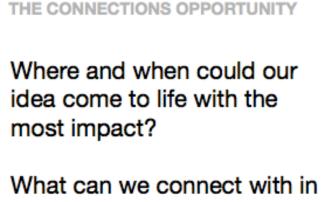
How do we prove this? How will we make this real for people?

KEY DELIVERABLE What is it mandatory to make or cover?

CULTURAL KPI

What cultural impact should we aim to achieve?





media, technology, or culture to solve for our task?

COMMERCIAL KPI

What are the business success metrics?

IMPACT BBDO

Creative Brief

Influencing attitudes and behaviors

Part one: Determining what is needed (NOT TO BE GIVEN TO CREATIVES -)

Think Media Neutral

· Rate the 7 key marketing drivers

- Assess the relevance of each marketing driver in the category that is relevant to our client (High-Medium-Low)
- Assess the current brand performance on the drivers vs. its competitors (High-Medium-Low)

	Category Relevance	Brand Performance
Awareness		
Emotional Bond		
Product News		
Activation		
Loyalty		
Product Experience		
Buzz/Word of Mouth		

Your Conclusions

Based on the analysis of your brand's performance, what conclusions can you draw for your brand and what key drivers have to be activated in the best interest of the brand? That exercise should help you define what is needed.

Who are we talking to?

(GET) Describe the target but also add relevant insights about his state of mind/lifestyle (most of the information can be found in Rituals or any other lifestyle study)

What consumer/market insight can help you get there?

(WHO) The insight has to be relevant to the category of products/services we are advertising: What is the unmet need or the desire?

What is the brand's promise to answer the insight?

(TO) How does the brand fulfill that unmet need or desire?

Why should the target believe you?

(RW) Give us the most relevant reason(s) to believe that the brand will answer the unmet need.

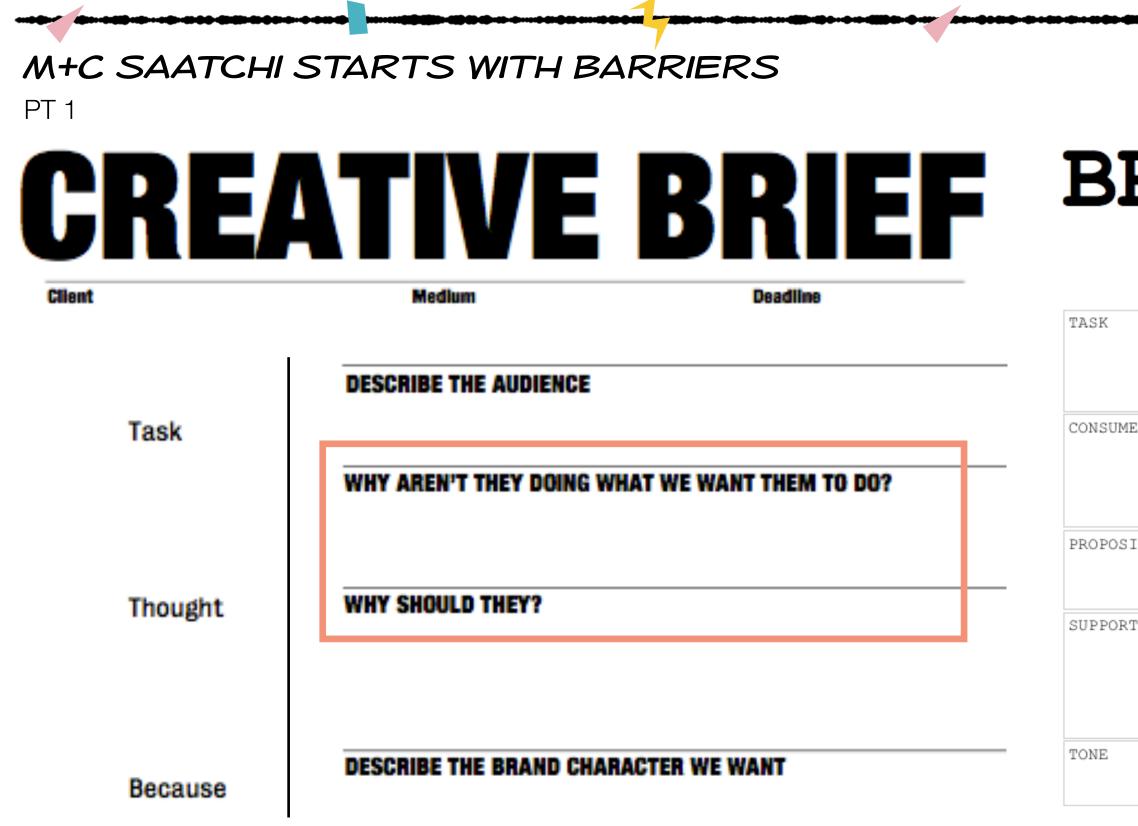
If you were to sum up your proposition in a selling line, what would it be?

(BY TELLING THEM)

Imagine you're the creative, look back at your brief and see if you could write a tagline for the ad



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BRIEF

R INSIGHT	BRAND INSIGHT
TION	
<u>.</u>	



SINGLETON O&M LOOKS AT ROLE FOR COMMS

What is the role for this communications?

What helpful insight do we have about our audience (their behaviour, beliefs and feelings)?

What do we want them to think, feel or do?

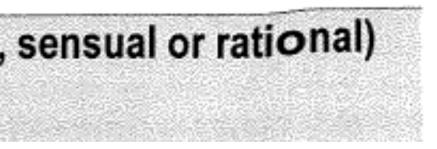
What is the single most important point?

What evidence (emotional, sensual or rational) makes this believable?

What aspects of the brand and its personality are important in this communication?







GDS&M BRIEF

GSD&M **GSD&M CREATIVE BRIEF** Client: Assignment: Date: Job Number: Media: Media Budget: Production Budget: Version Number: TBD What is the advertising expected to accomplish? Who are we talking to? What is going on in the market? What is the key insight (plus some additional insights)? In one simple sentence, what is the *idea* we need to communicate? What substantiation makes the message believable? Mandatories Approval GSD&M Account Service Date Client Date GSD&M Creative Date

WHAT IS THE ADVERTISING EXPECTED TO ACCOMPLISH?

WHO ARE WE TALKING TO?

WHAT IS GOING ON IN THE MARKET?

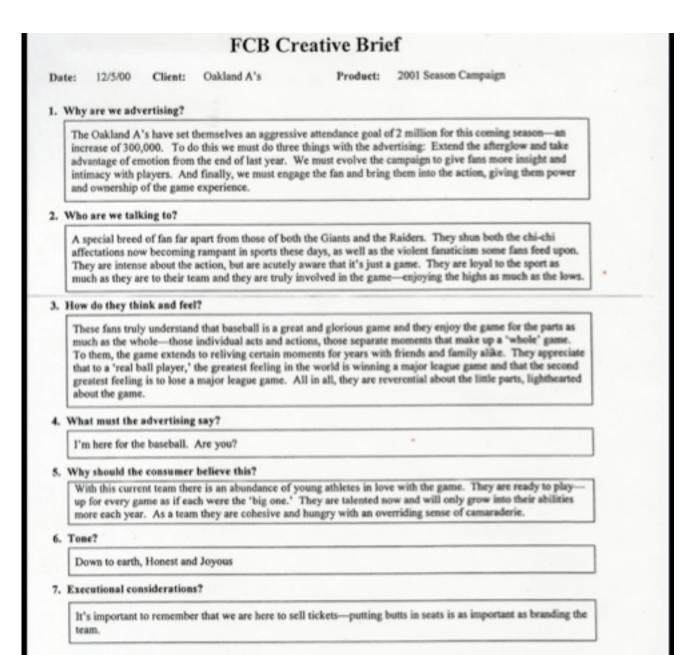
WHAT IS **THE KEY INSIGHT (PLUS SOME ADDITIONAL INSIGHTS)**?

IN ONE SIMPLE SENTENCE, WHAT IS $\overline{\ensuremath{\mathit{I\!E\!E}}}$ IDEA WE NEED TO COMMUNICATE?

WHAT SUBSTANTIATION MAKES $\overline{\ensuremath{\mathit{I\!I\!I\!E}}}$ MESSAGE BELIEVEABLE?



A BRIEF FROM FCB



WHY ARE WE ADVERTISING? WHO ARE WE TALKING TO? HOW DO *me* Y THINK AND FEEL? WHAT MUST *me* ADVERTISING SAY? WHY SHOULD *me* CONSUMER BELIEVE THIS? **TONE? EXECUTIONAL CONSIDERATIONS?**



A BRIEF FROM LOWE

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NEW CAMPAIGNS: NEW EXECUTION WITHIN ESTABLISHED CAMPAIGNS: NEW BUSINESS CLEATING BLIEF

Client				Job number
Product				
Description				Date issued
Requirement				
Business Problem				
Who are we talking	g to?			
What do we want t	them to think or feel?			
What must the adv	vertising say?			
Why should they b	elieve or care?			
Tone of Voice				
Torie of Force				
Mandatories				
				Business Director
				Senior
				Planner
				Creative Director
Creative time allowed	Final review date	Client presentation date	Axinsertion-date	Production budget

BUSINESS PROBLEM

WHO ARE WE TALKING TO?

WHAT DO WE WANT THEM TO THINK OR FEEL?

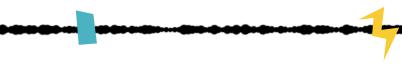
WHAT MUST *m* ADVERTISING SAY?

WHY SHOULD THEY BELIEVE OR CARE?

TONE OF VOICE

MANDATORIES





A BRIEF FROM REDCELL

TESTARDO red cell ••••

Creative brief

Account beam	Job
Creative team	
Client	
Brand	
Assignment	

Timetable	
Briefing date	
Initial creative concepts presentation (internal)	
Creative concepts presentation (internal)	
Handing over ready materials	
Presentation to the Client	

Requirement

	1. What is this advertising for?	
2. H	ow should the consumer respond to the adve	ertising?
	3. Who is this advertising for?	
	4. Proposition	
	5. Support	
	6. End benefit to the consumer	
	7. Mandatories	
	 Execution hints (tonality, restrictions, media hints, creative starte 	rs)
Approval SD/SP AD / AE PD CD CD Client	Signature	Dute

S:Creative brief TRC.doc

Sy. 1/1

WHAT IS THIS ADVERTISING FOR?

HOW SHOULD THE CONSUMER RESPOND TO THE ADVERTISING?

WHO IS THIS ADVERTISING FOR?

PROPOPSITION

SUPPORT

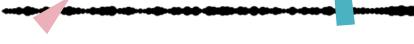
END BENEFIT

MANDATORIES

EXECUTION HINTS







A BRIEF FROM ORANGE (2004)

Orange advertising brief budget: tbc timings: background:

why are we advertising?:

measurable objectives (where applicable):

	2005 Ye	ar-end	End Q2	2 2005
Top of mind awareness (versus competition) First choice purchase intention (absolute figure) Brand momentum (versus	Min	Stretch	Min	Stretch
	>5%	>15%	x	x
	24%	29%	x	x
Brand momentum (versus competition)	Leader	15%	x	x

who are we talking to?:

communications strategy:

customer insight:

customer benefit:

reasons to believe:

competitive position:

BUDGET

TIMING

COMMUNICATIONS STRATEGY CUSTOMER INSIGHT BACKGROUND **CUSTOMER BENEFIT WHY ARE WE ADVERTISING REASONS TO BELIEVE MEASURABLE OBJECTIVES COMPETITITVE POSITION**

WHO ARE WE TALKING TO



A BRIEF FROM ORANGE (2004)

what are we asking the agency to do?

- Develop a campaign TV, print, radio within the current creative vehicle.
- Interactive TV is likely to form part of the media plan, so we need you to consider how we can bring to lifeA
- Integration into other channels (retail etc) must be considered as part of the ATL development.
- We have qual groups planned for w/c 22nd November

communication and brand mandates:

- we are optimists
- we are premium
- we are original
- we love simplicity
- respect our brand, our business and our customers
- correct logo and standard end-frame.



WHAT ARE WE ASKING THE AGENCY TO DO **COMMUNICATION AND BRAND MANDATORIES**

COMMUNICATION BRIEF

Comms Brief - 2016

WE must:

WHY are we doing this?

Core Tension:

WHAT are we trying to achieve?

Objective:

Offers:

Comms Challenge:

HOW will we get them?

Proposition:

Consumer Insight:

Brand Benefit:

RTBs:

Desired Consumer Response:

1. THINK 2. FEEL 3. DO 4. SAY

WHO are we talking to?

Target Audience:

WHERE will we talk to them?

We need to understand where and how we communicate these messages.

Early Thinking, to be discussed with Agencies.

Comms focus will differ slightly as we move through the diffe

	Paid					Owned						Earned						
	Message		тν		Pre-Roll	Radio	OOH Large	OOH Small	Mobile/ Desktop		Social		CRM		POP/ LSM		PR	
Announce	Monopoly at Macca's		1		2	1	1	1	1		5		- 4		1		3	
	1 in 5 instant win		3		4	2	2		3	[4		5	[- 4		4	
Convince	More ways to win on my phone		2		1			2	2		1		1		3		1	
Play	How to play		5		3				4	[3	[2		2		2	
Reward	Showcase Prizes		4		5	3			5	l	2	[3		5	L	5	

TIMING

Launch:

Production Budgets:

To be provide to each Agency separately.



erent	phases	(Teaser,	Launch,	Prizing,	Reminder)	
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WHAT NEEDS TO HAPPEN?

What needs to happen? What's the business challenge and marketing task? Why does this brief exist? From > To

COMMUNITY INSIGHT	BRAND INSIGHT	CULTURE INSIGHT				
What do we know matters to the community we wish to engage? What do they see as valuable?	What is the brand's POV? How does it behave in the world? What makes it special? What does it do that no one else does?	What is the relevant elemen culture to tap into? The tens that can be solved? The tha can be harnessed / created?				
BRAND ACTION	BRAND TERRITORY					
What's the key thing the brand wis How will it stimulate conversations	What are the key apertures in are the best channels for achienter media should we create?					
WHAT IS THE KEY BEHAVIOR WE WISH TO CREATE?						

What do we want people to do? Be as specific as possible. If it is buy more frequently - when, and for what? Are there intermediate behaviors that will help gauge successful engagement? E.g. Google searches [what terms], social volume, store traffic, brand tracker, social media volume, stock price



SOCIAL INSIGHT

nt of sion

What is being discussed in social media about this brand and topic? Who are the influential voices? What is the sentiment?

culture, mood, time of day/ year? What eving the business objectives? What