

A stage with red curtains, gold lights, and a white text box. The stage floor is lit with purple and pink lights, and there are several black speakers on the floor. The background is a red curtain with gold lights hanging from the top. The text box is white and contains the title and subtitle.

# Understanding a Creative Brief

Overview of Unit 1 Task

Analysing the language and structure of creative briefs

# Unit Task

For the unit task you will be provided with two creative briefs of contrasting styles.

For each creative brief you should:

- Explain the **function** of each of the creative briefs
- Describe how the briefs are **structured**
- Describe the types of **language** used
- Evaluate how effective the brief was in relation to the information given to the creative team

# Creative Briefs

Everything from *events* to *products* start with a creative brief.

Briefs come in various forms;

**A meeting**

**A note/paragraph**

**A text**

**An official document**

These different forms include key language and information which help the *creative team* understand what the final result should look like and how creative they can be.

# Creative Brief Example 1

- Large companies use creative briefs to marketing their products to ensure their campaign/product is marketed to the correct audience.

Is it clear;

- What the product is?
- Who it is for?
- What image they are trying to portray?

# Reebok

## Company Background

Reebok is an American made company that has expanded worldwide. They specialize in sport and lifestyle products. They have a strong heritage and authenticity in sports and fitness. The brand is committed to designing products that reflect creativity and change/ growth.

## Objective

Create awareness of demo and 25% off discount while removing stigma of men wearing EasyTone.

## Target

- Men
- 35 – 50 years old
- Married with children
- \$70K - \$90K
- Career is very important to them
- They spend a lot of hours at work
- When they aren't working they are spending time with their families
- They like to exercise but there are not enough hours in the day
- No one likes being out of shape but it is hard to stay in shape while managing a career and family life
- They're good employees who work hard and when they get home they work hard to keep their marriage on track and to make sure their kids are growing up properly
- They are definitely not lazy, if they had the time to exercise they would but unfortunately they don't

## Brand Voice

Compassionate/ Understanding

## Insight

Most men like to be in shape but don't have time because of work and family life.

## Single Minded Thought

Reebok EasyTones are for men who don't have enough time in the day to exercise.

## Execution Requirements

Print

# Creative Brief

## Example 2

Keeping briefs straight to the point is often the best way for the client to put across their objective.

Is it clear;

- **What genre the vocalist is?**
- **Who their target audience is?**
- **What look/style they want for the album cover?**
- **What the timeline is to produce the product?**

Daniel is a male singer/songwriter who has a style that can be compared to Lewis Capaldi, Ed Sheeran and Harry Styles. His music appeals to listeners of all ages and fans of differing styles, but this particular album targets listeners in the age range of 16 - 30. His live performances have to be seen to be believed – sometimes solo and other times with an assortment of local musicians and backing singers making each performance incredibly individual.

Daniel will shortly be releasing his third album and is in need of relevant artwork and other promotional material to accompany physical releases and tour promotion.

The new album is a blend of guitar driven acoustic melodies and Capaldi style vocals, and therefore, artwork should reflect these styles. He is keen to have his photograph included in the artwork. He really loves the cover of Harry Styles latest album.

We need something that is really quite unique from anything else out there right now.

We also need the stuff asap...ideally in a few weeks time.

# Questions to consider...

Think of the previous briefs and consider the following...

- What does the brief set out to do?
- Does it tell the team exactly what should be created or is there scope for the team to give ideas to the writer/creator of the brief?
- Did the brief provide enough scope for the creative team to 'be creative' or to respond creatively to its demands?
- Did the brief explain what was to be achieved?
- How clear was the instruction given to the creative team?
- Was the language used formal or informal? Give examples to justify your answer.
- Why was this type of language used?
- How effective was the brief in communicating elements such as context, objectives, budget, timescales or any other requirements?

# Structure of briefs

Just like any plan/proposal there needs to be a clear structure.

As you can see from the previous examples, the clients are very specific about their *objective* (what they want/outcome) in order to target/attract the correct consumer market/audience.

This level of structure is extremely important when planning an event brief as there are various elements to consider.

While looking at the following template take into consideration how it is structured in order for the client to best communicate the following areas;

- *Impetus* of the event
- The *key goals* they want to achieve
- Their target audience
- Key requirements

# Event Brief Template

Events can vary widely. Use this template to guide your preparation and modify it to suit your unique project requirements. You could use this for internal or external event planning.

With so many variables to coordinate, remember to keep your sense of humour if things don't go exactly to plan!

EVENT NAME	
PURPOSE	<p>Why is this event being held? Is it to recognise a significant milestone or person?</p> <p>What type of event will it be? For example, educational, a launch, networking, lead generation or celebration.</p>
OBJECTIVE/S	<p>What do you want to achieve by holding this event?</p> <p>What is your desired outcome?</p>
TARGET AUDIENCE	<p>What type of guests will attend?</p> <p>Do they have any special needs?</p>
NUMBER OF GUESTS	This number might be your preference or determined by the venue.
PROPOSED DATE	
TIMING	<p>What is the start and finish time for the event?</p> <p>Create a timeline to track all the actions needed to prepare for the event and any post-event activities.</p>
LOCATION DETAILS	<p>Where will the event be held?</p> <p>Specify if you need assistance in selecting a venue.</p> <p>Provide contact details of the location and its representative.</p>
KEY MESSAGES	<p>Outline any key messages you need to share.</p> <p>Consider also what you need to communicate to ensure the event runs smoothly. For example, the RSVP, dress code requirements, whether guests need to bring anything with them.</p>
EVENT FORMAT	<p>What format will suit your purpose?</p> <p>For example, cocktail function, breakfast briefing, lecture/classroom style.</p>
RUNNING SHEET	<p>This is a detailed program of how the event will run from start to finish on the day.</p> <p>Create a table with headings for:</p>

	<ul style="list-style-type: none"> <li>• Time (when it will happen)</li> <li>• Action (what will happen)</li> <li>• Responsibility (who will make it happen)</li> <li>• Resources (what support is needed)</li> </ul>
SUPPLIERS/PARTNERS	<p>Putting an event together requires a lot of effort. Whether you are using an internal or external supplier, work out your requirements and budget for each area that's relevant:</p> <ul style="list-style-type: none"> <li>▪ Entertainment/Music</li> <li>▪ Catering</li> <li>▪ Printing</li> <li>▪ Party supplies</li> <li>▪ Decorations or Flowers</li> <li>▪ Gifts (for special guests or speakers)</li> <li>▪ Audio Visual</li> <li>▪ Photography/video</li> <li>▪ Security</li> <li>▪ Cleaning</li> </ul> <p>It's likely that each supplier above will need their own unique brief.</p>
BUDGET	<p>Determine the budget for the event.</p> <p>If the event is a revenue raising exercise, make sure the cost of admission covers your expenses and is still attractive for people to attend.</p>
COMMUNICATION	<p>Is this event open to the public? Consider what promotions or media activity you need to support it.</p> <p>Is the event by invitation only? Work out how you will invite your guests. You might already have a standard template or want to create a new invitation to suit the event.</p>
EVALUATION	<p>Decide how you will measure the success of the event.</p> <p>Align your measurement tool with your objectives.</p>
CONTACT DETAILS	The main contact for the event and any supporting team members.

# Understanding Creative Briefs

- Make sure you read through this PowerPoint and re-watch Neil Smith's video to ensure you understand the purpose of a creative brief.
- Take notes and answer any questions within the PowerPoint.
- Within the next task we will discuss how to analysis specific sections of a creative brief.