



CREATIVE BRIEF EXAMPLES

Following are four Creative Briefs developed for Integrity Gasket.

Each drills down to convey particular insights about particular audiences and their particular wants/needs/fears, and how the product could play a role in each incident to help solve the problem or create the opportunity to make their business easier/more profitable/less stressful.

With a solid brief to make sure each communication would have a focused message—a message that would be relevant and truly meaningful to the intended audience—the client had the confidence that each ad in the campaign would indeed be ‘on target’. And the creative team had the guidepost by which to begin creating the communication elements.

Remember:

Strategy = *what you should say* (that will be most relevant and meaningful to the person)

Creative = *how you should say it* (to gain attention, create the biggest impact, cause them to feel, think or do something, and leave an indelible impression)

And it’s always best to determine the one before the other.

Creative Brief #1

Client: Integrity Gasket

Target: High End Builders - Alternative to Glue

Okay.

What are we doing here?

(What's the overview on the product or service we're selling? How come it's not already selling, who's the competition, what's the nature of the market, what is the specific goal of this assignment?)

Integrity Gasket is a foam gasket strip that comes off a roll and is applied to wood and metal framing to reduce squeaks and noise transmission. It is the only gasket-like product of it's kind. Those who know about it, love using it. We need to make more people know about it.

Who are we talking to?

(Who's the target audience, what are their attitudes about the market, what product/service do they currently use, how does it fit into their lives, what do they currently think/know about us/our product?)

Architects and builders of upscale residential homes. Their clients are very demanding, so they already know how important it is to produce a quality home that doesn't have squeaky floors. Currently, they use messy glues as their method of noise reduction. They don't know anything about our product.

So why should they want our product/service instead of somebody else's?

(What are we promising, what are the specific benefits, what's unique about it, why should they bother, what problems does it solve, how will it make their life any better?)

Integrity Gasket works better than glue. It goes on easier and does a better job of reducing noise.

Why should they believe us?

(What are the specific points about our product/service that lend credibility to the benefit/promise)

It's not messy to apply and there's nothing to clean up. The simple-to-use roller applies faster and delivers 100% coverage on studs and joints (eliminating application error). No special training needed. The low density and viscoelastic foam absorbs sounds and reduces noise better than glue--independent tests prove it.

What should the take away be?

(After they've seen our ad/commercial/mailer and turned the page/changed the channel/filed it away, what's the one thing that our audience should come away thinking or feeling?)

"Finally . . . something that will go on easier and reduce noise better than glue."

Got any insights?

(Are there any emotional or rational factors that may create a positive attitude about our product/service?)

Wood framers and users are slow to change, but as long as they understand and believe how the product works, they'll still welcome a way to reduce floor squeaks. Metal framers and builders are quicker to accept new ideas and systems like IG.

What about personality and tone?

(Based on an existing or desired image of the brand, what kind of a mood/attitude/feeling should this advertising display?)

Where will they see this?

(What specific type of media, in what publications, during what shows, over what time period?)

Once again,

what's the one main idea we want to communicate?

(If you can't state it in just one or two simple lines by now, go back to the beginning and start again.)

Integrity Gasket goes on easier and works better than that glue you're using now.

What else do we need to know?

(What are the mandatories, what are the specific addresses or phone numbers that need to be incorporated, what about the budget, what is the timeline from rough concept through final art?)

Creative Brief #2

Client: Integrity Gasket

Target: High End Builders - Less Expensive Alternative

Okay.

What are we doing here?

(What's the overview on the product or service we're selling? How come it's not already selling, who's the competition, what's the nature of the market, what is the specific goal of this assignment?)

Integrity Gasket is a foam gasket strip that comes off a roll and is applied to wood and metal framing to reduce squeaks and noise transmission. It is the only gasket-like product of it's kind. Those who know about it, love using it. We need to make more people know about it.

Who are we talking to?

(Who's the target audience, what are their attitudes about the market, what product/service do they currently use, how does it fit into their lives, what do they currently think/know about us/our product?)

Architects and builders of upscale residential homes. Their clients are very demanding, so they already know how important it is to produce a quality home that doesn't have squeaky floors. Currently, they think using expensive acoustical treatments like sound soaks and full wall/floor membranes are the only ways to achieve the quality noiseless home they're looking to build.. They don't know anything about our product.

So why should they want our product/service instead of somebody else's?

(What are we promising, what are the specific benefits, what's unique about it, why should they bother, what problems does it solve, how will it make their life any better?)

Integrity Gasket works as well as more expensive methods, but cost much less. Furthermore, it's easier to use, which can save time/money during construction.

Why should they believe us?

(What are the specific points about our product/service that lend credibility to the benefit/promise)

Price of IG per square footage of the house/room is less than the other more expensive methods, while absorbing just as much sound and vibration. And rather than deal with putting in a full wall or floor membrane, your workers can simply roll IG right onto the floor joists before construction.

What should the take away be?

(After they've seen our ad/commercial/mailler and turned the page/changed the channel/filed it away, what's the one thing that our audience should come away thinking or feeling?)

"I can offer my clients the same high-quality, low noise home for *less* money? I'm going to call the Shadwell Company tomorrow to find out more about Integrity Gasket...."

Got any insights?

(Are there any emotional or rational factors that may create a positive attitude about our product/service?)

Wood framers and users are slow to change, but as long as they understand and believe how the product works, they'll still welcome a way to reduce floor squeaks. Metal framers and builders are quicker to accept new ideas and systems like IG.

What about personality and tone?

(Based on an existing or desired image of the brand, what kind of a mood/attitude/feeling should this advertising display?)

Where will they see this?

(What specific type of media, in what publications, during what shows, over what time period?)

Once again, what's the one main idea we want to communicate?

(If you can't state it in just one or two simple lines by now, go back to the beginning and start again.)

Integrity Gasket works as well as higher priced methods of noise reduction.

What else do we need to know?

(What are the mandatories, what are the specific addresses or phone numbers that need to be incorporated, what about the budget, what is the timeline from rough concept through final art?)

Creative Brief #3

Client: Integrity Gasket

Target: High End Builders - Ultimate Silence

Okay.

What are we doing here?

(What's the overview on the product or service we're selling? How come it's not already selling, who's the competition, what's the nature of the market, what is the specific goal of this assignment?)

Integrity Gasket is a foam gasket strip that comes off a roll and is applied to wood and metal framing to reduce squeaks and noise transmission. It is the only gasket-like product of its kind. Those who know about it, love using it. We need to make more people know about it.

Who are we talking to?

(Who's the target audience, what are their attitudes about the market, what product/service do they currently use, how does it fit into their lives, what do they currently think/know about us/our product?)

Architects and builders of upscale residential homes. They take special pride in their work and want to provide the very best "noiseless/vibrationless" home. To do so, they want the very best materials to work with—even if they have to pay more. Or less. Currently, they may be using messy glues or expensive membranes. They don't know anything about our product.

So why should they want our product/service instead of somebody else's?

(What are we promising, what are the specific benefits, what's unique about it, why should they bother, what problems does it solve, how will it make their life any better?)

Integrity Gasket absorbs sound better than any other method. It costs less than some of the other methods, and it's easier to use than all of them.

Why should they believe us?

(What are the specific points about our product/service that lend credibility to the benefit/promise)

Tests prove IG is a superior noise reducing material. The price of IG per square footage of the house/room is less than the other more expensive membranes and sound soaks. Plus, it rolls on real quick and easy to the floor joist right before construction, with no mess and no clean-up.

What should the take away be?

(After they've seen our ad/commercial/mailer and turned the page/changed the channel/filed it away, what's the one thing that our audience should come away thinking or feeling?)

"I want to work with the best and smartest noise reduction method I can. I just didn't think it would be one of the cheapest, too....."

Got any insights?

(Are there any emotional or rational factors that may create a positive attitude about our product/service?)

Wood framers and users are slow to change, but as long as they understand and believe how the product works, they'll still welcome a way to reduce floor squeaks. Metal framers and builders are quicker to accept new ideas and systems like IG.

What about personality and tone?

(Based on an existing or desired image of the brand, what kind of a mood/attitude/feeling should this advertising display?)

Where will they see this?

(What specific type of media, in what publications, during what shows, over what time period?)

Once again, what's the one main idea we want to communicate?

(If you can't state it in just one or two simple lines by now, go back to the beginning and start again.)

Integrity Gasket eliminates noise better than anything. Period.

What else do we need to know?

(What are the mandatories, what are the specific addresses or phone numbers that need to be incorporated, what about the budget, what is the timeline from rough concept through final art?)

Creative Brief #4

Client: Integrity Gasket

Target: Higher & Lower End Builders - Quelling the Callback Crisis

Okay.

What are we doing here?

(What's the overview on the product or service we're selling? How come it's not already selling, who's the competition, what's the nature of the market, what is the specific goal of this assignment?)

Integrity Gasket is a foam gasket strip that comes off a roll and is applied to wood and metal framing to reduce squeaks and noise transmission. It is the only gasket-like product of it's kind. Those who know about it, love using it. We need to make more people know about it.

Who are we talking to?

(Who's the target audience, what are their attitudes about the market, what product/service do they currently use, how does it fit into their lives, what do they currently think/know about us/our product?)

Architects and builders of residential homes and commercial buildings. They don't put too much thought into their sound abatement systems (if they use any at all) and may see them as an expense, rather than an investment. As a result, numerous call-backs are hurting their reputation and bottom line They don't know anything about our product.

So why should they want our product/service instead of somebody else's?

(What are we promising, what are the specific benefits, what's unique about it, why should they bother, what problems does it solve, how will it make their life any better?)

Integrity Gasket will reduce your call-backs and improve your reputation. And it won't cost you much to try.

Why should they believe us?

(What are the specific points about our product/service that lend credibility to the benefit/promise)

IG is a foam gasket which will noticeably reduce noise--so your clients won't become irritated with squeaks and noises. The cost is reasonable, and the simple-to-use roll means it goes on quickly and easily with no special training needed.

What should the take away be?

(After they've seen our ad/commercial/mailed and turned the page/changed the channel/filed it away, what's the one thing that our audience should come away thinking or feeling?)

"This stuff could put an end to all those call-backs I get. It won't cost me much to try, anyway . . ."

Got any insights?

(Are there any emotional or rational factors that may create a positive attitude about our product/service?)

Wood framers and users are slow to change, but as long as they understand and believe how the product works, they'll still welcome a way to reduce floor squeaks. Metal framers and builders are quicker to accept new ideas and systems like IG.

What about personality and tone?

(Based on an existing or desired image of the brand, what kind of a mood/attitude/feeling should this advertising display?)

Where will they see this?

(What specific type of media, in what publications, during what shows, over what time period?)

Once again, what's the one main idea we want to communicate?

(If you can't state it in just one or two simple lines by now, go back to the beginning and start again.)

Integrity Gasket can eliminate call-backs by eliminating noise.

What else do we need to know?

(What are the mandatories, what are the specific addresses or phone numbers that need to be incorporated, what about the budget, what is the timeline from rough concept through final art?)