

## TEMPLATES TO ACCOMPANY: STRATEGIC THINKING FOR ADVERTISING CREATIVES

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This book is essentially a workbook, structured around the 11 essential elements of a classic brief to form the Creative Brief Template. Each element of the brief is assigned its own chapter, each of which explores, unpicks and illustrates the reasoning behind the decisions a planner makes about the aspects of a particular brief from the viewpoint of a creative.

### AT THE END OF EACH CHAPTER

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At the end of each chapter you will be invited to fill in the relevant section of the Creative Brief Template in relation to a hypothetical brief created for this book – 'Figure 8 Yoghurt'.

### ANALYSING THE BRIEF

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In analysing the process of formulating the creative brief, chapter by chapter, you'll be able to see what each section of the brief should address. And writing a creative brief yourself is the most effective way of understanding how the process works. Use the blank template reproduced here as you work your way through the book.

### WHO ARE YOU?

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Also supplied here is a second blank template, Who Are You? This template gives you a framework to help pull together and distil what you've learned about your primary target market (see Chapter 3). The first section encourages you to create a character sketch, to give a name to the person who most closely represents your target market. The second section asks you to speak conversationally with that person, offering the promise or benefit that you think will interest this individual. The third step involves thinking about the 'where' of the advertising – the media.