

TOP TIPS FROM THE SPEAKERS OF 'CRACKING THE CREATIVE BRIEF'



25 August 2009 – Zuri Bar & Dining, Fortitude Valley

What does your business do?

- What does your company do and what markets does it operate in?
- What is your company's culture and approach when using merchandise?
- Have you used merchandise previously and has it been effective in achieving ROI?

What are the goals? Why?

- What is the overall goal of your campaign and why use merchandise?
- What are you trying to communicate and why? What is your main message?
- Are you trying to sell more products or build awareness of your company/product/service?
- How do you plan to monitor the ROI on this campaign?

Who is the target market?



- What are your target market's demographics & psychographics? e.g. the age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach/attract/influence
- Why do you think merchandise is the best route to influence your particular audience for this campaign?

Tip: If you have multiple audiences, rank them in terms of importance.

What is the budget and scope for this campaign?

- What is the overall budget for merchandise for the campaign you're planning?
- What is the scope of the campaign overall and what other elements of the marketing mix are you planning?

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1. Know what you like

Having a few different examples of logos/websites/designs that you have come across that you do like can be a great guide for a designer to get a feel for your taste – though copying is never an option :)

2. Before you brief a consultant – brief your boss

It's no good giving a really good, thorough brief to your design consultant and getting things started only to find out later in the process that the powers-that-be aren't onboard with the concept. Getting signoff on a brief/concept before you get too far into a project can save you lots of money in unnecessary design hours.

3. Copy is key

Content is equally as important as the look and feel of a project so ensure if you're going to spend time and money getting the design right that the copy is also spot on. Copywriters are cost effective and the better quality the writing is, the better hit rate you will get with the reader.

4. Unnecessary edits = unnecessary cost

Little things like pictures choices/finalizing copy 100% before you are too far into the design process can save you money in unnecessary edits down the track. If there are several copy changes or the amount of copy changes (either decreases/increases) it can affect the design and reworks mean more time being spent on a project which means increased costs.

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1. **Have a clear idea of what you want to achieve.** Objectives and goals will dictate the direction of the project.
 2. **Be aware of who your target audience is** and tailor the content and experience towards them.
 3. **Give the design agency as much information relating to your brand and business as you can** - even if you think it might not be relevant.
 4. **Know your budget and timeframe for execution** - both of these have a significant impact on the project.
 5. **Remember** - spending time on developing a great brief will save you time and frustration in the long run.

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