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BRIEFING FOR WINDOGS PROFESSIONAL

If you can't fill out this form, we can't help you.
We don't start working without a brief – that's the only dogma we have.
When you've filled this out, there will be a way we can help you.

Background/Overview:

What's the big picture? What's going on in the market? Anything happening with the client side we should know about? Can you summarize the entire brief into one sentence, "Who are we talking to, and what do we want to say?"

What is the objective, the purpose of the ad?

A concise statement of the effect the ad should have on consumers. Typically expressed as an action.
And frequently focused either on what you want them to think, feel or do.

What do we want to say?

What's the single most important thing we can say to achieve the objective?
This should be a simple sentence (or sentences) expressing a specific idea (or ideas).
Avoid generalities because they result in ambiguous communications.

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What are the supporting rational and emotional reasons to believe in the product/offer?

List the rational and emotional reasons to for the target market to believe what we want them to believe and to do what we want them to do. Include all the major copy points, in order of relative importance to the consumer. In other words, “What else can we say to achieve the objective?”

Target audience: who are we talking to?

The more precise and detailed the better. Go beyond age and sex to include demographics and psychographics.

Any other important details?

Here's where you put all the other details, such as information about the offer if it's a direct response ad. Perhaps a description of the brand personality. And any mandatory elements such as the client's logo, address, phone number and so forth.

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What do we need and when do we need it?

Write information about media, size and colour. As well as deadlines

1) initial creative review of rough sketch ideas
2) review revised creative
3) final internal creative presentation
4) client presentation
5) material delivered to publication

Client/Account Service Checklist:

• Do we have all the supporting information: previous ads, brochures, competitor ads, perhaps books or Web sites for reference? This is so we can present the creative team with a complete information package.

• If this is a long format communication – such as a Web site, brochure, or video – do we have an outline for the creative team that includes all the important copy points, as well as an indication of visuals and graphs?

• Is it clear from the client what must be in the communication and what might be in the communication? What are the client's mandatory requirements and preferences?