

Briefing Check List

Groundrules:

Be inspiring. The briefing should be a good springboard for ideas, copy development and creativity for the agency

1. What is the objective?
2. For what and why is advertising material needed (operational reason)?
3. What is the goal? What is to be achieved?
4. With whom do we want to communicate? Which is the target group?
5. What are the most significant product uses for the target group
6. What is unique about this product?
7. How convincing is the promise which will win over the target group?
8. How does the competition attract business?
9. Are there potential spanners in the works? What shouldn't be said/shown?
10. Time-frame: layout/artwork/production