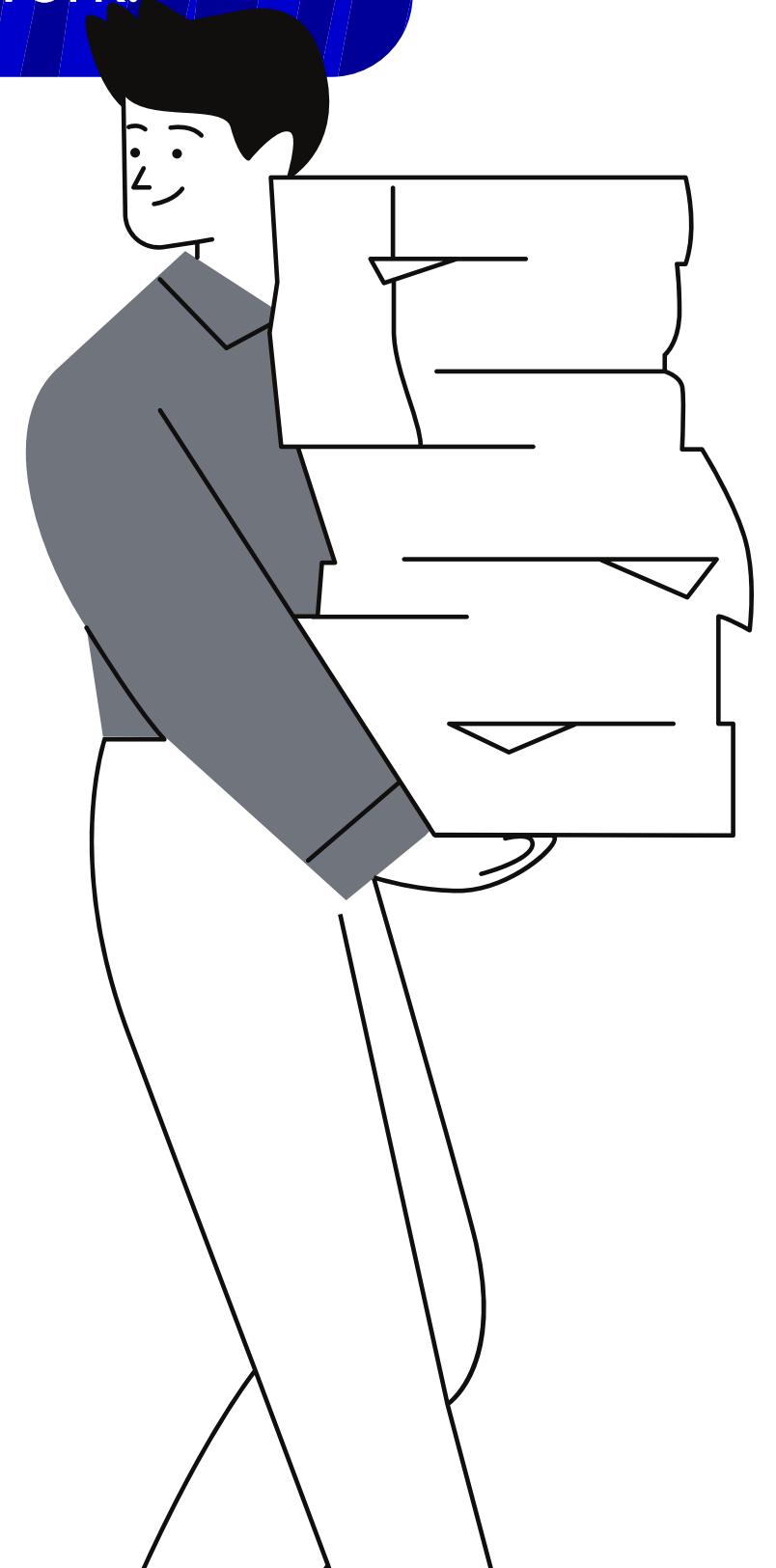


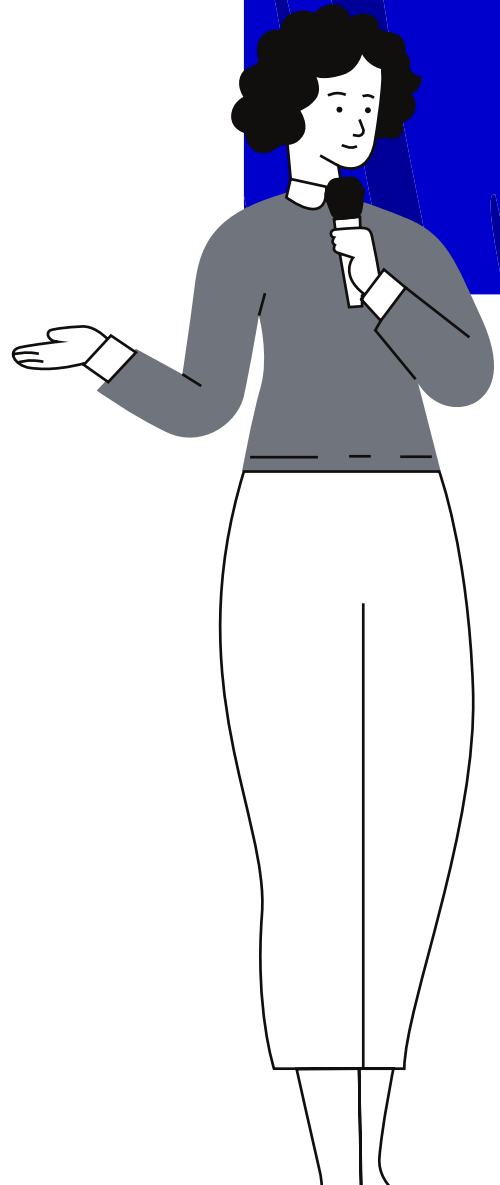
WUNDER
BRAND®

Let's reflect on what
went well and what did
not go well to improve
the way we work.

The Art of Writing Marketing & Advertising Briefs



Today's Agenda



1

Part 1: The Art of Writing
Marketing and Advertising Briefs

2

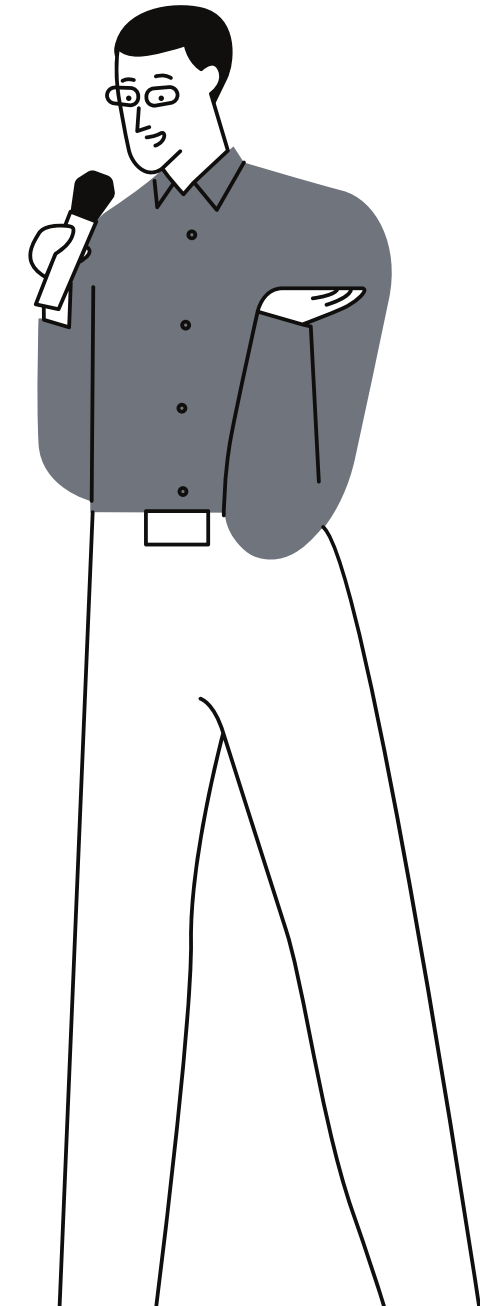
Part 2: Giving Effective Feedback on
Design

3

Conclusion

Are you ready?

Let's Start!



- The importance of marketing briefs and design feedback in achieving successful campaigns.**
- The value of clear communication and collaboration in these processes.**

Understand Your Objectives

1

Clearly define the main goals of the marketing campaign.

2

Identify the target audience and understand their needs, preferences, and behaviors.

3

Determine the key messages you want to convey to the audience.

4

Clearly state the desired outcomes and the metrics used to measure success.

Be Specific and Concise

1

Use clear and straightforward language in your briefs.

2

Avoid ambiguous statements that could lead to misinterpretation.

3

Focus on the essential elements and avoid unnecessary details.

4

Use bullet points or headings to structure your brief for easy readability.

Provide Context

1

Share relevant information about your brand, its values, and its unique selling points.

2

Provide insights about the product or service you are promoting.

3

Analyze the market landscape and understand the competitive landscape.

4

Communicate any previous marketing efforts or campaigns related to the project.

Provide Context

1

Clearly specify the deliverables you expect from the creative team.

2

Identify the platforms or channels where the deliverables will be used.

3

Communicate any specific requirements or constraints for each deliverable.

4

Ensure that the team understands the desired format, dimensions, and technical specifications.

Include a Timeline and Budget

1

Establish a realistic timeline for the project, considering all necessary steps.

2

Communicate any key milestones or deadlines.

3

Provide a clear budget or budget range to guide the team's decision-making process.

4

Be open to discussions and adjustments if necessary.

Examples of a design brief

Example of a Design Briefing Document for a Social Media Post (Bank Edition)

Objective:

The objective of this social media post design is to promote our new mobile banking app to our target audience, increase app downloads, and educate users about its features and benefits.

Target Audience:

Our target audience consists of tech-savvy individuals aged 25-45 who are existing or potential customers of our bank. They are active on social media platforms such as Facebook and LinkedIn.

Key Message:

The key message of the social media post should highlight the convenience, security, and time-saving benefits of our mobile banking app. We want to emphasise features such as easy fund transfers, personalised financial insights, and 24/7 access to account management.

Deliverables:

- One static image post for Facebook (1200x628 pixels) and LinkedIn (1200x627 pixels).
- High-resolution image files in PNG and JPEG formats.
- Text overlay to include the app name, key features, and a call-to-action (CTA).
- The design should be professional, trustworthy, and visually appealing.

Brand Guidelines:

- Colors: Utilize our brand colors, which include #004C8C (navy blue), #00AEEF (sky blue), and #FFFFFF (white).
- Typography: Use our approved font, "Montserrat," for all text elements.
- Logo: Include our bank logo (provided in the attachments) in the design, preferably in the corner.
- Style: The design should reflect our brand's reliability, innovation, and customer-centric approach.

Content and Visual Inspiration:

1. Please refer to the attached file "Content and Visual Inspiration" for content ideas, images, and design inspiration that align with our brand and the mobile banking app.

Timeline:

- Briefing: [Current Date]
- Initial Design Concepts: [2 days after briefing]
- Feedback and Revisions: [2 days after receiving initial concepts]
- Final Design Delivery: [3 days after feedback and revisions]

Budget:

1. The allocated budget for this project is \$X, including design and revision rounds.
2. Important Note:
3. Please ensure that the design aligns with our bank's branding guidelines and regulatory requirements. Prioritize the security aspect in the visuals and messaging.

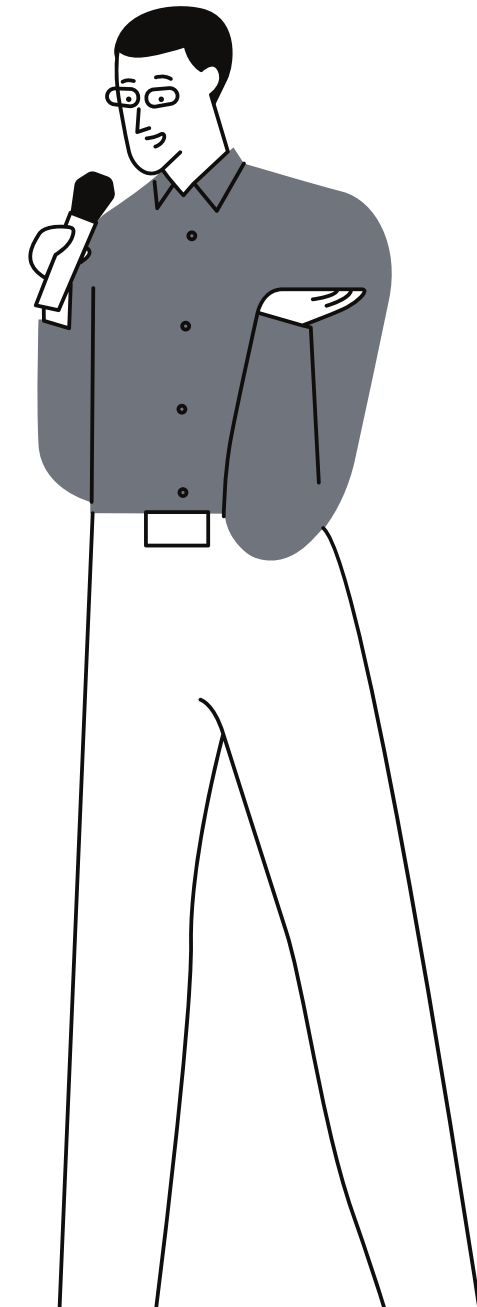
Contact Information:

1. For any questions or clarifications, please contact [Your Name] at [Your Email Address] or [Your Phone Number].

Attachments

What do you thin?

Feedback!



https://adventure.com/ V1 + Make decision

My screen (1440x900) 50%

My screen
Current browser size

Responsive
Manually resize your browser

Desktop (Large)
1920 x 1080

Desktop
1280 x 1024

Laptop
1440 x 900

Ultrabook
1366 x 768

Netbook
1280 x 800

Adventure Products Our mission About us Contact us

I believe creativity to unite us

1. Jamie Callum 3m
p1 Still working on the content for this section.
2 replies


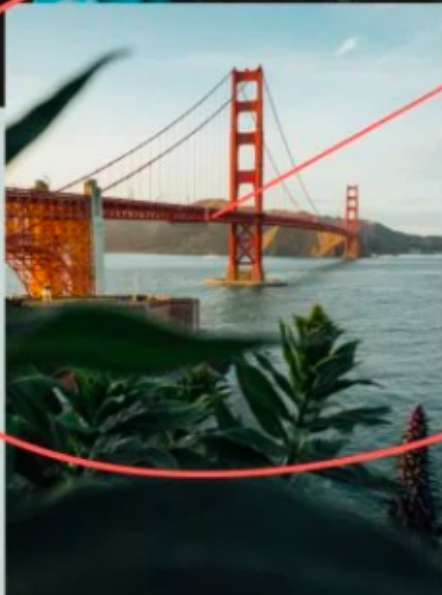
2. Leslie May 25m
p1 Marie Watson are we allowed to use this image?
Reply

3. Cody Fisher 4m TO DO
p1 Can we zoom out slightly on this frame?
p1 Can we zoom out slightly on this frame?

3. Katie Jones TO DO
p1 Can we zoom out slightly on this frame?
Reply

A renewal of tenderness

1. A woman in a hat and sunglasses looking up against a background of green foliage.



A renewal of tenderness

Be Objective

1

Focus on the design's alignment with the brief, objectives, and target audience.

2

Avoid personal opinions and subjective preferences.

3

Evaluate the design's effectiveness in communicating the intended message.

4

Consider whether the design captures the brand's essence and aligns with its visual identity.

Start with the Positive

1

Begin your feedback session by acknowledging the strengths of the design.

2

Highlight elements that effectively convey the desired message.

3

Praise the designer's efforts and creativity.

4

This approach sets a positive tone and encourages a receptive mindset.

Be Specific and Actionable

1

Clearly identify areas that need improvement or further development.

2

Provide specific examples and references to support your feedback.

3

Offer actionable suggestions or alternatives to guide the designer.

4

Focus on aspects such as colour palette, typography, layout, or imagery.

Respect the Designer's Expertise

1

Recognise the designer's skills and knowledge in their craft.

2

Encourage open dialogue and collaboration rather than dictating solutions.

3

Give the designer an opportunity to share their insights and ideas.

4

Value their expertise and trust their creative judgment.

Focus on the Big Picture

1

Consider how the design contributes to the overall marketing campaign.

2

Evaluate the design's ability to capture attention and create impact.

3

Assess its suitability for the target audience and the intended message.

4

Look beyond individual design elements and assess the design as a cohesive whole.

Feedback

I hope this email finds you well. I wanted to provide you with some constructive feedback on the recent advert design we presented. While I appreciate the effort and creativity put into the design, I must express some concerns that need to be addressed to align the ad with our vision and goals. Please understand that my intention is to provide constructive criticism that will help us improve the design and better meet our objectives.

Lack of Clarity: The main message of the advert seems to be obscured by the design elements. We need to ensure that the primary message is clear and instantly recognizable to our target audience. Currently, it requires more effort to understand the key selling point of the product/service.

Suggestion: Let's simplify the design by focusing on the core message and removing any distracting elements that hinder clarity. This could involve adjusting the font size, enhancing contrast, or reconsidering the placement of certain visual elements.

Feedback

Inconsistent Branding: The overall design does not align consistently with our brand identity. It lacks the visual cues and branding elements that customers associate with our company. It's crucial that our adverts maintain a consistent look and feel to reinforce brand recognition and loyalty.

Suggestion: Let's incorporate our brand colors, typography, and logo into the design more prominently. By doing so, we can create a stronger brand association and reinforce our message effectively.

Call-to-Action: The advert design currently lacks a compelling call-to-action (CTA) that urges viewers to take the desired action. A strong CTA is vital for encouraging potential customers to engage further with our brand.

Suggestion: Let's consider adding a clear and persuasive CTA that prompts viewers to visit our website, make a purchase, or take any other desired action. By incorporating a strong CTA, we can increase the effectiveness of the advert and drive better results.

Wunderbrand

Feedback

Please remember that these suggestions are aimed at improving the design and achieving our shared objectives. I truly value your input and would appreciate any additional insights or ideas you might have. Let's work together to refine the advert design and create a more impactful campaign.

I look forward to discussing these points further and finding the best solution to meet your expectations. Thank you for your understanding and collaboration.

We're done!



Thank you for
participating. Have a
great day ahead.