



A Professional's Guide on How to Create a Brief

This is really important for making an advertisement and is done by asking what seem like really obvious questions about the intended advertisement but by getting clear answers they make the creative work easier.

Who is it for?

Who are the people that the makers of the product want to sell to?
This group of people is called the 'market'.

What's so good about the product?

Some ads just advertise that the product is available but most ads have something to say about it. What makes it worth buying? If it's a chocolate bar it might be nutty - or if it's a car it might have lots of room for packing bags on holiday. This part is the 'message' of the campaign.

Where's the best place to catch those people's attention?

The 'market' for this product might typically read a certain magazine, or buy a certain newspaper, or watch a certain TV programmer or visit a particular website. All these are all different types of 'media' and choosing the right one is essential for how to make sure that the ad works.

When you have thought about these questions you end up with 3 specifics:

Market

Message

Media

With those specifics worked out the brief can be passed to the Creative Team to think of a 'concept' or idea that will tell the message to the market using the right media in a way that is memorable.