

Creative Brief

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The purpose of this assignment is to discuss and demonstrate the practical application of a creative brief in marketing communications. To begin, I will briefly define a creative brief. To follow, I will provide context and describe how a creative brief applies to the marketing process. Then, I will outline and detail the key elements used for a creative brief. Finally, I will provide an example of a creative brief with an advertisement for practical reference (see Appendices).

In marketing communications, a creative brief is defined as a written statement that serves as the creative team's guide for writing and producing an advertisement. The creative brief describes the most important issues that should be considered in the development of an ad (the who, why, what, where, when, and how). In general, the creative brief describes the background of the company, the target audience, the message appeals, the voice and tone, the style, and the overall general approach the creative team will use for the advertising campaign (Weigold & Arens, 2021, p.325).

For context, the creative brief is developed after a marketing or advertising plan has been completed and before the campaign creative process begins. To provide perspective, the creative brief serves as a bridge between the advertising communications strategy and the advertising campaign's creative execution (Weigold & Arens, 2021, p.611). Having said that, the creative brief is a stand-alone document brief that is much different from a marketing or advertising plan. A marketing or advertising plan is a complex document that details every element of the marketing mix (product, price, place, promotion) and can span many pages. In contrast, the creative brief is a simple document that only focuses on the promotion element of the marketing mix, and it is generally only one page. Although the creative brief only focuses on the promotion element of the marketing mix, it contains many elements of its own—it addresses all the key points and objectives in the promotional strategy. To get a better idea of what a creative brief includes, it's best to look at the outline and detail of an example.

To help understand the overall concept of a creative brief, I created a basic example for Walmart (see Appendix A). The outline for this creative brief follows a simple and basic one-page structure. The elements include the following: company background, campaign overview, motivational drivers, intended audience, competitors, brand voice and tone, campaign message, visuals, mediums, and process.

For each creative brief element, the detail is summarized in one to two sentences for simplicity and brevity. Each element provides just enough information to act as a guide for creatives, but not so much information that it limits the creative process. In this creative brief example, I have provided just enough information for the creative team to know that Walmart is promoting their all-new mobile shopping experience while providing all the necessary information the creative needs to create and execute an advertising campaign.

Finally, to further illustrate how the creative brief is used, I have created an example advertisement using only the direction of the creative brief (see Appendix B). In this advertisement, I used the imagery, colors, and campaign message from the creative brief to develop an ad for traditional media magazines or social media platforms. In the end, the creative brief should be short, simple, and easy to understand. It should have all the necessary elements and details to create an advertising campaign, but not so many details that it confuses or limits the creative process. In general, if a creative brief is more than one page, it is more than necessary. When it comes to making a creative brief, it is best to follow the acronymic KISS principle—Keep It Short and Simple (Wikipedia, 2021).

References:

Weigold, M. F., & Arens, W. F. (2021). *Contemporary Advertising and Integrated Marketing Communications* (16 ed.). New York: McGraw-Hill Education.

Wikipedia, I. (2021, December 3). *KISS principle*. Retrieved from wikipedia.org:
https://en.wikipedia.org/wiki/KISS_principle

Appendix A:

Creative Brief Example

COMPANY BACKGROUND: Walmart Stores Incorporated is an American discount department store chain that was founded in 1950 by Sam Walton in Bentonville, Arkansas. Today Walmart is the largest retailer in the world, serving approximately 220 million customers across 10,500 stores in 24 countries.

CAMPAIGN OVERVIEW: This campaign will advertise new eCommerce, Pickup, and Delivery services to promote an all-new mobile shopping experience for Walmart Stores, Inc.

DRIVERS: Motivational drivers will include saving money, living better, saving time, and staying safe. Accessibility, convenience, and safety are the primary drivers for this campaign.

INTENDED AUDIENCE: The target audience will be customers looking to innovate their shopping experience (innovators) and customers concerned about the health and safety of shopping in crowds (safety shoppers). Innovators are between 18-29 years old, and safety shoppers are considered anyone above 30 years old.

COMPETITORS: Top competitors in eCommerce include Amazon.com, eBay.com, BestBuy.com, and Wayfair.com. Top competitors for Pickup and Delivery include Target, Costco, Walgreens, and Kroger.

BRAND VOICE AND TONE: The Walmart brand voice is relatable, down-to-earth, vibrant, helpful, and inclusive. The Walmart brand tone is informative, enthusiastic, and respectful, with an equal balance between serious and funny.

CAMPAIGN MESSAGE: Each campaign message will promote a single new service and incorporate the phrase "Anywhere, Anytime." as a campaign tagline. All necessary and required branding mandates will be included with each message.

VISUALS: Visuals for this campaign will include video and static imagery. Video will include happy and satisfied customers using Walmart Pickup kiosks, Walmart Curbside Pickup, Walmart Local Delivery service. Static imagery for print and social media posts will promote online shopping and drone delivery services. Each ad will use branded colors with included mandates for promotion.

MEDIUMS: Mediums will include traditional and social media advertisements. Traditional media advertisements will be radio, television, magazines, and newspaper. Social media advertisements will be on Twitter, Facebook, Instagram, and Youtube.

PROCESS: For this campaign to be successful, radio ads will include a 30-second promotional jingle for the pickup service; television ads will feature a 15-second promotional video for delivery; magazine ads will include a full-page poster promoting each service, and newspaper advertisements will promote local workforce development and job opportunities in each community where Walmart extends each new service.

Appendix B:
Advertisement Example



DRONE DELIVERY

Anytime. Anywhere.



Walmart  SM
Save Money. Live Better.

To learn more about drone delivery visit www.corporate.walmart.com/newsroom