

BIG STICK ADVERTISING'S GUIDE TO PRODUCING A GREAT MARKETING BRIEF

Often the biggest obstacle to SME's achieving their goals is to identify them. This document, when completed will act as a 'road map' to help you focus your marketing efforts in the right direction, with the right messages and avoid some of the common obstacles to delivering an effective marketing campaign.

Common dilemma's for SME's in creating a marketing platform:

- Don't have marketing expertise in house
- Concerned about being misled by outsourced services
- Limited budgets
- Product focus- (can mean a lack of perspective)

Common mistakes:

- Commissioning a friend you met in the pub!
- Paying as little as possible
- Being prescriptive- "I want a brochure"
- Implementing your campaign in an 'ad hoc' fashion

How to brief an effective marketing campaign:

- Complete the briefing form attached rigorously
- Use a marketing / design consultant with SME experience
- One who is flexible
- Budget conscious
- Looking to help grow your business for a long term relationship

Big Stick Creative Consultants are a results focussed team delivering over 30% increase in sales for their clients.





HOW TO GET THE MOST OUT OF YOUR DESIGN AND ADVERTISING AGENCY

This is a subject of a customised Big Stick seminar recently previewed at the North London & Hertfordshire Business Show. Below is a bullet point synopsis. Please contact Big Stick for a copy of the seminar in full.

- Don't be afraid of new ideas. People eventually end up with the type of creativity they deserve. If an idea the agency presents scares you - that's good. At least the consumer won't say "same old thing!"
- Help the creatives understand what you are looking for by sharing with them the type of advertising you admire. Show or discuss samples of your favourite work.
- Ensure there is the degree of in-depth contact with consumers that will generate the insights necessary to turn the strategic benefit into a compelling consumer proposition.
- Develop a creative brief that summarizes the product and consumer learning in a comprehensive and stimulating manner. You must also brief the creatives, to ensure they have the ultimate understanding of the project, that will enable them to write great ideas.
- Get to know your creative team, trade novels, discuss films and new ideas in the media. This is an investment in time which will help you trust your creatives and help them trust you and want to do their best work for you.
- Creatives don't write great ideas for a company, they do them for YOU and they want you to take risks for them. To do that you must know and respect the agency creative talent AND let them get to know and respect you.
- Good clients abandon the Us vs Them position. There is mutual respect and a desire to work as a team. You are willing to risk more, reach higher for someone who trusts your talent and intentions.
- A good client stands by their decisions and their agencies in front of their management. They allow at least one or two mistakes to happen in a long relationship. They know risk taking involves occasional pitfalls.
- Be the single point of decision making. Get whoever you need to get aligned, so you can speak as the one clear consistent voice to the agency and provide a constancy of objective.
- If you want clear, carefully thought out concepts, that inspire your target audience, allow enough time for the creatives to work on the brief.
- When reviewing creative work focus on ideas. Concentrate the energy of yourself and your agency on identifying new consumer ideas, conceptual and visual, don't be distracted by the details of execution.



Client: _____

Job Title: _____

Contact Name: _____

Date: _____

Background

What are the Marketing Conditions?
Previous ads?
Promotions?
Competitors' activity?
Reasons for advert?

Objectives

Why are we Marketing?
What are our goals?
What does the client hope to achieve?

Target Audience

Purchasing habits
Specific profile: Likes/dislikes

Consumer Insight

What do we know about them that will help

Competition

USP (Unique Selling Point)

Proposition

Single Message to Communicate

Support (benefits)

Substantiate proposition
Evidence to support the claim

Tone of voice

Attitude: Friendly? Business like?
Direct? Sensitive?

Desired Response

Follow up?
Returned Postcard?
Enquiry?

What are we designing?

Media

Press? Magazines? Posters?
Direct Mail? Sizes? Web-site?
Online advertising? One-offs or Campaign?

Guidelines

Budget?
Any sacred cows?

Timing

Realistically, when is it required
(give enough time for amends and approvals)
When is the Campaign to commence?



THE VESTRY HALL CHURCH YARD TRING HERTFORDSHIRE HP23 5AE
t: +44 (0)1442 828883 f: +44 (0)1442 828884 e: info@bigstick.co.uk

“SPEAK SOFTLY
AND CARRY A BIG STICK;
YOU WILL GO FAR”

Theodore Roosevelt, 1900

This form is also available online at:

www.bigstick.co.uk