



## CREATIVE BRIEF

A Creative Brief should be a catalyst for the creation of inspired ideas. Yet all too often it's seen as being a barrier to creativity. Without boundaries there's no incentive for people to produce break-through work. Without proper focus work ends up overwrought, over-worked, and over-designed.

Too much freedom gives rise to mediocrity.

So how best to square the circle?

For a start, a Creative Brief shouldn't just be a rehashed version of a client's marketing plan. Nor should it be written in the same language.

A Creative Brief's sole purpose is to provide the *minimum* amount of relevant information, so the Creative Team can make the *maximum* creative contribution.

It should equip them with everything they need to know—nothing more. There's no better way of generating original and compelling work.

Here's a compelling thought: Have me come in and brief your account people on how to put together Creative Briefs that'll not only motivate, but truly inspire.

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