


Creative brief supplements

The background is a dark blue gradient. It features several overlapping circles: a large teal circle on the right, a medium light blue circle at the top center, a thin white circle overlapping the light blue one, and a dark blue circle at the bottom left.



Creative Briefs

What is a Creative Brief?

- A creative brief is a short 1-2 page document outlining the strategy for a creative project
- Think of it as a map that guides its target audience - the creative team - on how to best reach the campaign's stated goals
- Brief templates can look different based on what works best in each case, but they tend to have a similar information structure



What To Include

- Most creative briefs include the following:
- A short brand statement
- A brief overview of the campaign's background and objectives
- Key challenges that the campaign aims to resolve
- Target audience for the campaign
- Competitors
- Primary message describing the brand's values and market positioning
- Communication channels on which the campaign will run



Why You Need One

- Ensure that all creative messages are on-brand
- Provides a broad vision of the brand, the business, and the product
- Offer inspiration and provides a starting point to brainstorm ideas
- Give third-party contributors a quick understanding of the brand and its background, and goals
- Reduce client-creative conflict by ensuring everyone is on the same page
- Align the client's budget and expectations with your creative media strategy



HUSH PUPPIES BRIEF
ADT/001/IMC
Group-5(M2)

BRAND STATEMENT

The Hush Puppies is a lifestyle brand that provides shoes, eyewear, watches and clothing for both men and women.

PROJECT BACKGROUND

Hush Puppies history is rooted in innovation from inventing the first truly casual shoes to developing technologies that make the shoes more comfortable, lightweight and worry free. The brand strives to constantly evolve Hush Puppies world renowned comfort, bringing customers the most advanced technologies available in footwear today. The project consists in developing an advertising marketing campaign of the Hush Puppies shoes that provide comfort and relaxation just by wearing them, because these characteristics are invaluable and enables them to find one more reason to relax.

TARGET AUDIENCE

Males and Females between 20 - 40 years where the audience should be belonging to ClassA, ClassB and chunk of ClassC whose rate of life requires: comfort, functionality and style. People wearing these shoes should need to feel natural, relaxed, authentic, with a young spirit, free, simple and healthy.

ADVERTISING OBJECTIVE

New campaign to increase brand awareness and demand of the Hush Puppies shoes.

CONSUMER MESSAGE

Shoes made as per your lifestyle and choices.

KEY CONSUMER BENEFIT

Provides comfort, functionality and style that touches the lives and imaginations.

BENEFIT SUPPORT

- Whether it is water, stain and scuff resistant *WorryFreeSuede*, or the newest exclusive technology, *WaveReflex* featuring extreme flexibility and technologies like *Zero G*, *Bounce*, etc. Hush Puppies strives to provide benefits that enables to find one more reason to relax.
- Dual-density foam footbed with contoured arch for better grip and elegant shoe designs.
- Handstitched and Environmental aware products.

COMPETITION

AllenCooper, LeeCooper, Blanca, NavyFont, RedTape, Adidas, Nike, Puma and others(as well as other premium Bata product lines too is a setback).

ADVERTISING TONE

Trustworthy, Comfortable, Durable, Modern, Innovative

ADVERTISING MEDIUM

In-store & Outdoor Advertising, Magazines Advertisement and Social Network Advertisements.

MANDATORY ELEMENTS

Hush Puppies Logo, Real Product Image, Attention drawing Text or TagLines, Price and Technology(s), Values and Benefits, Availability(retailers,online & physical stores), Company Website.

Brand statement

Campaign context and background

Audience demographics & psychographics

Campaign goals

“Driving idea”

Key message

Product details

Competition

Brand voice and communication channels

Other requirements

Brief Example