

# **ADVERTISING AGENCY BEHIND THE SCENES**

How to get great creative work that's on strategy

April 2018

# Background

## The Richards Group



## KBS



How does an ad get made?







# The Creative Process



# The Creative Process





“Hey Mike, I need you to paint the ceiling”



“Hey Mike, I need you to paint the ceiling”



“The ceiling is cracked – can you paint over it?”



“The ceiling is cracked – can you paint over it?”



“Paint the ceiling using blue & gold, my favorite colors.”



“Paint the ceiling using blue & gold, my favorite colors.”



“Put well known biblical scenes on the ceiling”



“Put well known biblical scenes on the ceiling”



“Sanctify and celebrate the glory of God”

“Sanctify and celebrate the glory of God”





“Hey, we need you to make an ad”

“Hey Mike, I need you to paint the ceiling”



“Sales are down – can you make an ad to fix it?”

“The ceiling is cracked – can you paint over it?”



“We want you to make an ad using [specific request]”  
“Paint the ceiling using blue & gold, my favorite colors”



“Create an ad using this message”

“Put well known biblical scenes on the ceiling”



“Create an ad that will inspire people to believe \_\_\_\_\_”  
“Sanctify and celebrate the glory of God”



# Input phase – big picture + tactical

- Before moving on, everyone should be able to answer each of these questions:
- *Why are we advertising?*
- *What is the objective?*
- *Is there any historical information that is relevant?*
- *Who is the target?*
- *What idea do we want to communicate?*
- *What are the proposed channels/deliverables?*
- *How will the work be measured? (what are the KPIs?)*
- *Are there budget parameters?*
- *When is everything needed?*

# The Creative Process



# Input brief versus creative brief

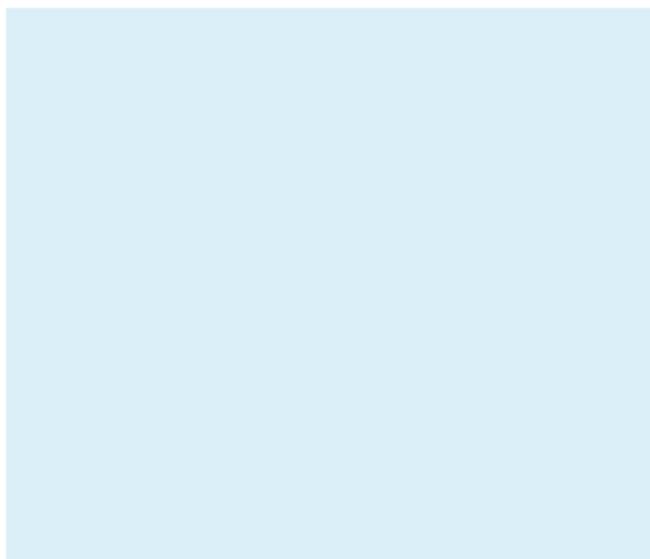
## **Input Brief**

A document meant to establish a clear goal and foundation for the agency to work from



## **Creative Brief**

A document meant to inform and inspire the agency's creative teams



# What creative briefs help do

**Define Success**

**Inspire Creativity**

# The Richards Group creative brief

1. Why are we advertising?
2. Whom are we talking to?
3. What do they currently think?
4. What would we like them to think?
5. What is the single most persuasive idea we can convey?
6. Why should they believe it?
7. When and where is the target most receptive to our message?
8. Are there any creative guidelines?

# The Creative Brief

*an example*

## **THE RICHARDS GROUP CREATIVE BRIEF**

People don't like advertising. People don't trust advertising. People don't remember advertising.  
How will we engage them?

*Why are we advertising?*

---

To introduce younger homeowners to the next generation of water-repellent flooring.

*Whom are we talking to?*

---

Younger homeowners with bustling young families. They're moving into one of their first homes and want something that looks fantastic but ultimately stands up to the chaos of their family (spills, scratches, dogs, etc.).

*What do they currently think?*

---

"I love the character that the look of wood gives a home. But hardwood and laminate are risky – if there is a bad scratch or a spill that isn't cleaned up fast enough, the floor can be practically ruined."

*What would we like them to think?*

---

"I had no idea laminate that repelled water existed. This Pergo flooring from The Home Depot is not only durable, but it actually keeps spills from seeping into the floor. Plus, it looks fantastic. This will cut out a lot of worry from my life."

*What is the single most persuasive idea we can convey?*

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At The Home Depot, gorgeous wood-look floors can come worry-free for the first time.

*Why should they believe it?*

---

The Home Depot exclusively offers Pergo Outlast+ with SpillProtect24™ which – for the first time – allows common household spills (beer, cat urine, coffee, soda, hot chocolate, milk, orange juice, red wine, vinegar) to stand for up to 24 hours without causing damage. It's also ultra scratch-resistant and achieves a beautiful, authentic wood look.

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*Whom are we talking to?*

***Why are we advertising?***

**To introduce younger homeowners to the next generation of water-repellent flooring.**

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it actually keeps spills from seeping into the floor. Plus, it looks fantastic. This will cut out a lot of worry from my life."

- Gives the ad a realistic problem to solve
- Concise (doesn't bite off more than it can chew)
- Communications can solve this problem
- Defines the objective

*What is the single most persuasive idea we can convey?*

At The Home Depot, you'll forget how you got the floor in your newly finished basement.

*Why should we care?*

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**Younger homeowners with bustling young families. They're moving into one of their first homes and want something that looks fantastic but ultimately stands up to the chaos of their family (spills, scratches, dogs, etc.).**

*What would we like them to think?*

"I had no idea laminate that repelled water existed. This Pergo flooring from The Home Depot is not only durable, but it actually keeps spills from seeping into the floor. Plus, it looks fantastic. This will cut out a lot of worry from my life."

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*What would we like them to think?*

"I had no idea laminate that repelled water existed. This Pergo flooring from The Home Depot is not only durable, but it also looks fantastic. It's what I needed for my life."

- Provides the creative teams with a review of the key facts and insights they need to have the target clearly in mind
- Goes beyond essential demographics to also include consumer psychology and behavior

*What is the single most persuasive idea we can convey?*

The Home Depot's new wood-look floors can come worry-free for the first time.

*What is the benefit?*

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*Why are we advertising?*

To introduce younger homeowners to the next generation of water-repellent flooring.

*Whom are we talking to?*

Younger homeowners with bustline young families. They're moving into one of their first homes and want something

### *What do they currently think?*

**"I love the character that the look of wood gives a home. But hardwood and laminate are risky – if there is a bad scratch or a spill that isn't cleaned up fast enough, the floor can be practically ruined."**

"I had no idea laminate that repelled water existed. This Pergo flooring from The Home Depot is not only durable, but it actually keeps spills from seeping into the floor. Plus, it looks fantastic. This will cut out a lot of worry from my life."

*What is the single most persuasive idea we can convey?*

At The Home Depot, gorgeous wood-look floors can come worry-free for the first time.

*Why should they believe it?*

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- Provides the key insight into the target from which the strategy is built – in language a customer would use

*At The Home Depot, gorgeous wood-look floors can come worry-free for the first time.*

- Defines the customer problem that needs to be solved – typically an unmet need or frustration, a barrier to use, or a misperception

*Why should they believe it?*

*The only water-repellent exclusive offers up to 24 hours of spill protection – for the most common household spills (beer, cat urine, coffee, soda, hot chocolate, milk, orange juice, red wine, vinegar) to stand for up to 24 hours without causing damage. It's a beautiful, authentic wood look.*

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- Provides the one key thought or feeling we want people to take away – in language a customer would use

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*Why are we advertising?*

To introduce younger homeowners to the next generation of water-repellent flooring.

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Younger homeowners with budding young families. They're moving into one of their first homes and want something

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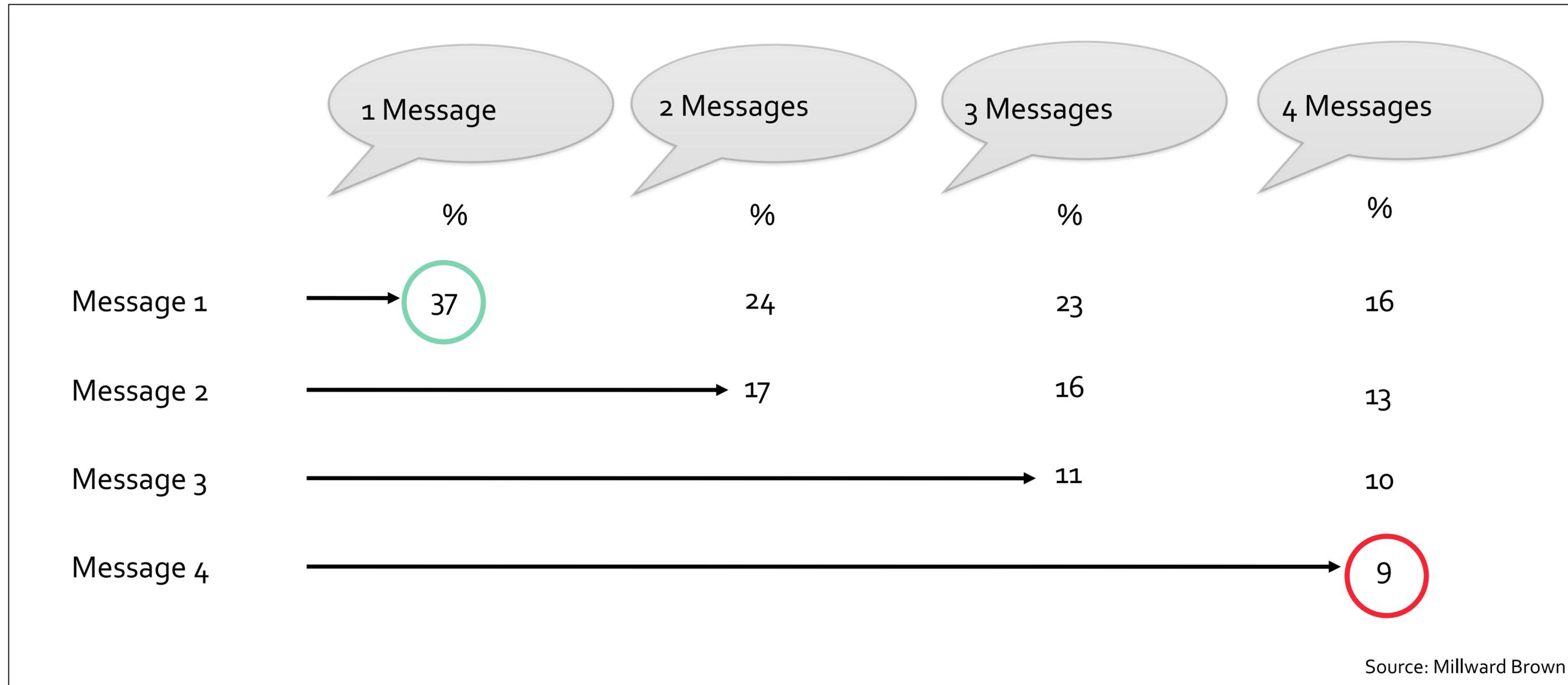
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- The key idea that will cause people to have the desired thought or feeling
- Simple, single-minded, inspiring, clear
- The main idea that will be conveyed in the resulting creative (though not the exact verbiage)

# Why simplicity matters



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- The facts that support the key message. it's tempting to sneak extra ingenious messages in at this point - but we have to simplify to the key facts that could eventually make their way into the ad.

- These should be listed in priority order

## 7) When and where is the target most receptive?

- A few key insights to help us understand when and where the customer is primed to be the most likely to engage with messaging
- Ideally informed by insights from the media team

*Home Depot Example:*

*When they're flipping through home magazines, browsing Pinterest, or scrolling through Instagram, looking to be inspired.*

## 8) Are there any creative guidelines?

- Any specific guidelines to help direct creativity and inform the creative teams of any elements that are critical for success
- Tone/feel, requirements, materials needed, specific calls to action or tagline, etc.

*Use existing photography*

*Brand tone is real, authentic, and genuine*

*Include new logo lock-up*

*Tagline: "More saving. More doing."*



# Kiwi (shoe polish)

## **THE RICHARDS GROUP CREATIVE BRIEF**

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How will we engage them?

*Why are we advertising?*

---

To create awareness of Kiwi Express and remind users of the benefits of looking sharp.

*Whom are we talking to?*

---

Conformists (22-40 years old)—Dress properly but don't want to stand out.  
Achievers (22-40 years old)—Dress to impress.

*What do they currently think?*

---

"Looking nice is important to me, but I skip polishing my shoes because it feels like a chore. Plus, no one really notices a little scuff."

*What would we like them to think?*

---

"It's easy to forget that looking good is really in the details. Kiwi Express makes it easy to keep my shoes looking polished."

*What is the single most persuasive idea we can convey?*

---

Though you might not be looking down, others are.

**RAISE YOUR CHANCE OF DATING  
A SUPERMODEL FROM 0 TO 0.001!**



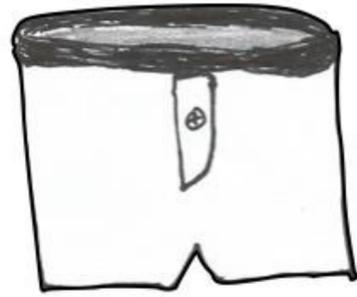
Look Sharp.™

**UNPOLISHED SHOES ARE  
THE OPEN FLY OF FOOTWEAR.**



Look Sharp.™

# The dirty dozen of bad briefs



OBVIOUS BRIEFS



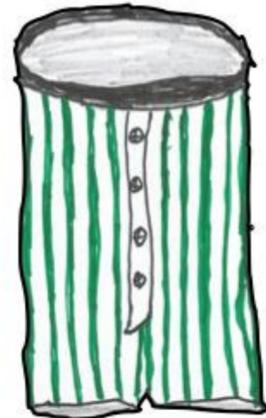
SAFE BRIEFS



POORLY CONSTRUCTED BRIEFS



FLOWERY BRIEFS



LONG BRIEFS



FULL-OF-IT BRIEFS



INCOMPLETE BRIEFS



COMPLICATED BRIEFS



GREEK BRIEFS



NARROW BRIEFS



LOOSE BRIEFS



IMPOSSIBLE BRIEFS

# Trivago – the obvious brief

- The main message was likely:
  - “Tell people how easy Trivago is to use”
- Uninspiring, too-straightforward



# The Creative Process



# Briefing the creative teams

- For most initiatives, this will look like a combination of a creative brief and a creative briefing deck that are presented to the teams
- For a quick-turn project, it may take the form of a short project brief or summary email
- Regardless of the creative brief format, the input document will also be shared with the appropriate teams and will include pertinent details, restrictions, specs if available, and timing



# The Creative Process



# Internal Reviews

- Once the creative teams have had an appropriate amount of time to work on the assignment, we meet internally to review the work
- We typically meet internally once or twice a week to check progress.



# Key internal review questions

- Is it on-brief?
- Is it within the brand personality?
- Is it within the creative guidelines?
- Is it realistic (time/budget/timelines)?
- Is there a relevant insight that could refine the work?
- Is it easy to replicate across different channels?



# Goal of internal reviews

- 1) Make sure all the work is strategically on-brief and right for the brand
- 2) Fine-tune ideas with good potential
- 3) Eliminate work that is not fruitful
- 4) Further inspire the creative teams
- 5) Choose concepts to present to the client



# The Creative Process



# Final Presentation

- Once we've gone through the creative development and internal review process, then it is time to formally share the options with the client



# The Creative Process



# Final Approval

- You are a key part of the process in choosing the direction for the campaign
  - Most of the time, the agency will also have a recommendation as to which direction they prefer
  - However, sometimes we really like more than one direction, and you are a crucial evaluator to help us decide which option to produce
- Sometimes, we bring a “bonus” idea that isn’t technically on the brief—but may have very strong potential for the assigned task or possible alternate use that was not specifically requested

# The Creative Process



# Production

- Confirm creative specs for all elements
- Prepare cost estimates
- Map out production timeline
- Final client creative review and approval
- Ensure measurement metrics are in place
- Traffic completed assets to media partners

# The Creative Process



# The Creative Process



# Technology Industry Workshop – Jeremy Beasley

- **MBA'o8 – Google, Microsoft, Intentional Futures**
- Breaking into Tech Industry - different roles in technology industry
- Timeline & recruitment cycle - networking with recruiters, hiring managers, teams
- Understand product development cycle and key steps, product features finalization, product development steps, quality check and product launch process
- Learn about the industry, certifications to develop competencies, preparing for the Product cases, other useful resources
- When: 8:30am – 2:00pm, March 17<sup>th</sup> (Sat)
- Where: Room 218 - Link to RSVP on CampusGroups
- Contacts: Co-hosted with: Career Development Office (CDO) & Rice Marketing Club
  - Siddharth Gupta [sg59@rice.edu](mailto:sg59@rice.edu)
  - Maria C Leiva [Maria.C.Leiva@rice.edu](mailto:Maria.C.Leiva@rice.edu)