

# THE ONLY BRIEF YOU'LL EVER NEED

Can the ad industry keep using the same ideas over and over again? We certainly hope so. To help march the industry forward, it's time we adopted a single brief\* for all.

## CREATIVE BRIEF

**BUSINESS PROBLEM**

Qty. We want more share  
 Someone's taking our share  
 Finance dept. says budget is "use it or lose it"

**TARGET**

Millennials  
 Pre-Millennials  
 Pre-pre-Millennials  
 Millennials in denial 🔥  
 Millennials between the ages of 55 and 70

**WHAT'S THE SINGLE-MOST IMPORTANT MESSAGE?**  
*[Please choose a minimum of 3]*

New  
 Still new  
 New and improved  
 Still new and still improved  
 It's our obscure anniversary!  
 It's time we stopped \_\_\_\_\_  
 "Join the conversation" 🔥  
 Only for a limited time  
 Time to upgrade  
 BOGO  
 You could win  
 Cup promotion  
 "We're number one in \_\_\_\_\_"  
 Other: \_\_\_\_\_

**REASONS TO BELIEVE**  
*Seasonal items only. Quantities limited.*

**TO NE**

Humble	Emotional
Proud	Approachably condescending
Humble-proud	"Hand-Crafted" 🔥
Funny (not humorous)	Twee
Humorous (but not funny)	Sexy
Serious	Authoritative
Dead serious	Sweaty

**CREATIVE CONSIDERATIONS**

VO: "We believe..." 🔥  
 Data-driven transmedia omnichannel disruption  
 Workout montage 🔥  
 Replicate famous thing from last year

**DELIVERABLES**

Qty. Add 'viral' to any of the below:  
 ✓ Viral    ✓✓ Very Viral    ✓✓✓ Extra Viral

TV	Food truck
Out of home	3D printing 🔥
Social posts	3D genetic imprinting
Radio	Documentary
Coupon	Innovative use of data 🔥
Radio coupons	Edibles
Snapchat 🔥	Soric mnemonic
Branded content	Sponsored DJ chatter
Banners	Dog walker
Site takeover	Elevator video network
Sky writing	YouTube masthead
Experiential	Jingle
Experiential tour	Projection mapping
Promo/activation	Coasters
Taxi toppers	Search
VR 🔥	Bunting
AR 🔥	PR stunt
AR/VR 🔥	Direct mail
Newspaper wraps	Shell talkers
Mobile app	Aisle blades
Uber partnership 🔥	Influencer campaign 🔥
Pop-up	Corporate vandalism

**SUCCESS METRICS**

The Internet:  
 Win  
 Break

**MANDATORIES**  
*See appendix A, pages 6 through 94.*

**BUDGET**

> \$1 million  
 Somewhere between \$35K - \$400K  
 \$15K  
 \$5K  
 \$113.95  
 Non-profit opportunity...for you.

**TIMING**

Today  
 Tomorrow  
 Yesterday

🔥 So hot right now

\*This is in no way inspired by a dim sum menu.