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Chapter 1.2

Insight into Creating Briefs

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Aim

To equip the students with understanding of making and using creative brief. Also to make them learn about various creative thinking techniques.



Instructional Objectives

After completing this chapter, you should be able to:

- Outline how to use created brief
- Explain the various creative thinking models



Learning Outcomes

At the end of this chapter, you are expected to:

- State how to use created briefs
- Summarize the various creative thinking models

1.2.1 Introduction

As discussed in previous chapter, creativity is one of the most important aspects of advertisement. It distinguishes an advertisement from the others of its kind. The creation of advertisement is a vast process and making a creative brief is the first step of this process. Creative brief is a tool used for communication between the client of brand/product (who are getting their advertisement made) and the creative team (who is making the advertisement). Since making of advertisements and their creative briefs involve a lot of creativity, various creative thinking techniques are currently being used for this purpose.

Let us learn about making of creative briefs and the different techniques of creative thinking.

1.2.2 Making of creative briefs

As we know that what creative briefs are all about, now, let us learn the making of creative briefs. As creative brief is a guideline document for making advertisements, this document includes various elements, which are discussed as follows:

(i) Background Summary

This section should give detailed information about the following:

- Who is the client?
- What is the product or service for which advertisement needs to be made?
- What are the strengths, weaknesses, opportunities and threats (or SWOTs) of the product or service?
- Are there existing researches, reports or other documents that can be used to understand the product/service or the market situation in a better way?

(ii) Overview

This section should give detailed information about the following:

- What is the project all about?
- What is being designed and why is it being designed?
- What is the need of this project?
- What is the opportunity related to the project which is being made?

(iii) Drivers

This section should give detailed information about the following:

- What are the goals of the project?
- What are the objectives that are to be achieved by making the project?
- What is the purpose of doing the project?

(iv) Audience

This section should give detailed information about the following:

- Who is the audience of this project?
- What do they think of the brand or the product?
- Why should the audience listen?

(v) Competitors

This section should give detailed information about the following:

- Who is the competitor of the product/brand?
- What are the competitors telling the audience about their product/brand?
- What are the SWOTs of competitor's product/service?
- What is the difference between the brand we are working for and its competitors?

(vi) Tone

This section should give detailed information about the following:

- How should we communicate the message regarding the product/service?
- What adjectives describe the feeling or approach towards the product/service?

(vii) Message

This section should give detailed information about the following:

- What are we trying to communicate with the message?
- Is the content of the message already created or we need to create it?

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- What audiences should interpret from the message?

(viii) Visuals

This section should give detailed information about

- Do we need to create new images or existing ones can be used?
- If images are being created, then who/what/where the photography or illustration will be done?

(ix) Details

This section should give information about the following:

- Is there any mandatory information that should be included?
- What is the list of deliverables?
- Are there any preconceived ideas?
- What are the format parameters?
- What are the limitations and restrictions of the project?
- What is the timeline, schedule and budget prescribed for the project?

(x) People

This section should give detailed information about the following:

- Whom are we reporting to?
- Who will approve the work?
- Who needs to be informed about our progress?
- By what means is the progress to be informed?



Self-assessment Questions

- 1) SWOT analysis is done in _____ section of creative brief.
 - a) Background summary and tone
 - b) Details and competitors
 - c) People and visuals
 - d) Background summary and competitors

- 2) For which of the following Creative brief should be designed?

a) Personal use	b) Family
c) Audience	d) Friends

1.2.3 Learning How to Use Creative Brief

Creative brief is a tool used for facilitating clear and thorough communication among various departments involved in the creation of advertisement. Once a creative brief is formed, it is used for the following purposes:

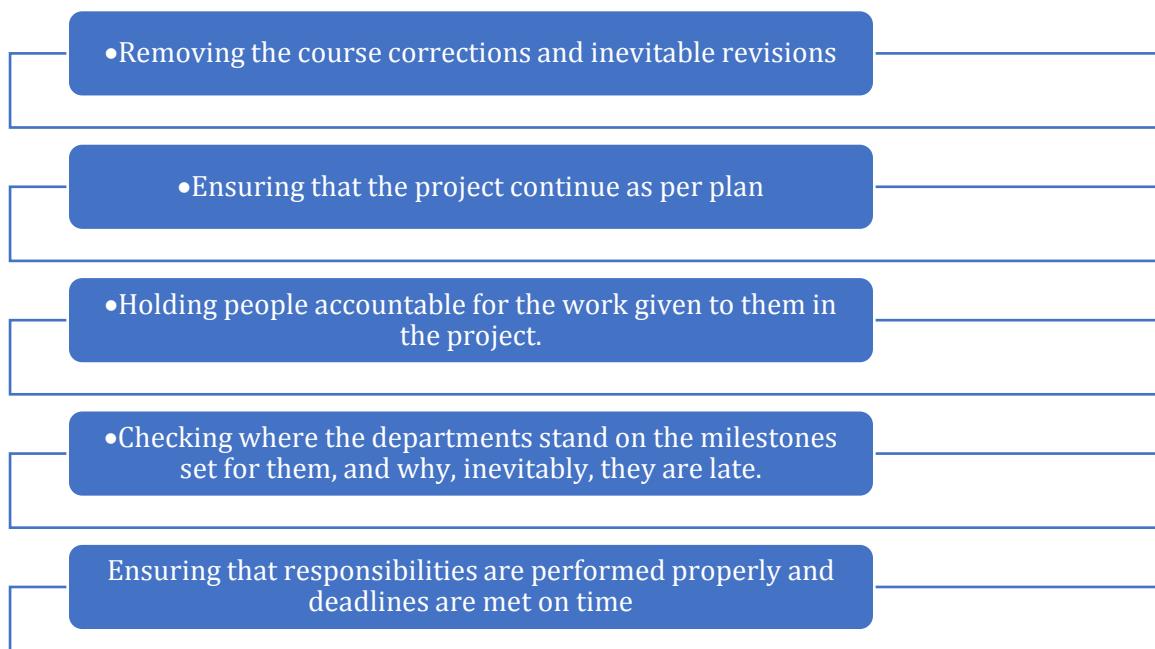


Figure 1.2.1: Work with Creating Brief



Self-assessment Questions

1.2.4 Creative Thinking Techniques

Often working, getting struck at a same idea is very common. In such cases, the work seems to be like a never-ending process. However, there are certain creative thinking techniques which enables a person to get more creative ideas for working. Let us learn about such techniques.

(i) Ideation

The technique of generation, development and communication of new ideas is known as ideation. In this technique, all new or earlier discussed ideas are understood as basic elements of thoughts. These basic elements can be visual ideas, concrete ideas, or abstract ideas. All stages of a thought cycle are deployed in this technique. From innovation to development, to actualisation, the process of ideation comprises all of it.

(ii) Lateral thinking

Lateral thinking technique uses thinking process which is deliberate, systematic and creative way of looking at problems or challenges from different angles. Lateral thinking helps the thinkers to discover novel solutions to problems which could not have been possible by the introduction of specific and unconventional thinking techniques. Lateral thinking revolves around four directives:

- Recognising the ideas which are dominating and polarizing the perception of problem.

-
- Searching for the ideas, which are different, for looking at the things.
 - Exercising a control on thinking which is relax and rigid.
 - Finding ways to encourage ideas of others.

(iii) Brainstorming

Brainstorming is an informal and relaxed approach applied to solve problem. It encourages people for coming up with thoughts and ideas which doesn't seem to be productive initially. The ideas might at first seem to be bit crazy but they are to be taken as important ones. Not all the ideas received at the time of brainstorming are useful but some of the ideas received can be shaped into effective ones. They can be amazing creative solutions to problem. Some of the ideas can even spark more new ideas. Brainstorming helps people to get unstuck. This technique jolts people out of their normal ways of thinking.

The ideas during brainstorming sessions shouldn't be criticised or rewarded because in brainstorming, we try to open new possibilities. Also, there are breakdowns of incorrect assumptions which are prevailing earlier regarding the problem's limits.

(iv) Thinking hats

Six Thinking Hats is a simple tool kit. Using six thinking hats, thinkers can give direction to their thoughts differently. Each coloured hat represents a thinking mode which is specific. Using this technique, the thinker gets encouraged for experiencing an active mental switch. By this technique, a concrete framework for exploration is developed. It provides the thinker with a means by which moving from one way of thinking to the another is possible.

Our mind might experience facts, intuitions, emotions and judgements all at the same. We are never aware of what our mind might think at a given time. This is where six thinking hats clarify about our own thinking. This awareness of thoughts allows us to change the way we are thinking at that point of time.

- **White Hat:** White hat focuses on the available data obtained from various sources. By looking at the available information, the trends of past are analysed. It is seen that what can be learnt from it.
- **Red Hat:** Red hat looks at the problems using intuition, gut reaction and emotions. The responses of people who are not fully aware of reasoning are understood.

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- **Black Hat:** Black hat looks at the outcome with caution and defence. It is seen that where and why the things might not work. The black hat plays an important role in bringing out the weak points of a plan into notice. It also helps in eliminating, altering or preparing emergency plans to counter the weak points.
 - **Yellow Hat:** Yellow hat helps to think positively. It enables the user to see the viewpoint of the situation, which is optimistic. It also helps in seeing the benefits the decision which is being made will have. Yellow hat values the positive decisions. In cheerless and difficult situation, it keeps a person going.
 - **Green Hat:** The green hat is a representative of creativity. Using this hat, creative solutions to the problem are developed.
 - **Blue Hat:** Usage of this hat represents the control over the process. It is used to control the working of all the other hats. Blue hat ensures that all the five thinking hats observe the rules and regulation.

(v) Random Word Generation

In this, two words are randomly picked up either from the online word generator tool or by an individual in a most innovative manner. The random words are then associated with each other. New ideas are generated from them. More than two words can also be picked in this technique. More the number of words are chosen, the more ideas are generated.

(vi) Get Up and Go Out

This technique is concerned with the process of providing some relaxation in the form of meditation, or taking a break from the monotonous work. When the mind gets relaxed, new ideas get generated. *For example*, a person who is working continuously for 10 hours will feel tired and bored. This boredom will stop the flow of idea generation. With the break, process of generation of idea will automatically start.



Self-assessment Questions

- 5) _____ technique is concerned with providing relaxation from work.
- a) Thinking hats
 - b) Get up and go
 - c) Ideation
 - d) Brainstorming
- 6) _____ coloured hat brings out the shortcomings of the plan.
- a) Green hat
 - b) White hat
 - c) Red hat
 - d) Black hat



Summary

- For making a creative brief, elements like background, summary, overview drivers, audience, competitors, tone, message, visuals, details and people are included.
- Creative brief is a tool that is used to facilitate clear and thorough communication among various departments who are working on the project.
- There are certain creative thinking techniques which enable the user to have more ideas.
- Techniques of creative thinking are ideation, lateral thinking, brainstorming, thinking hats, random word generation, get up and go out.



Terminal Questions

1. How is a creative brief made? Mention all the elements used in it.
2. How is creative brief used?
3. What is 'brainstorming' technique of creative thinking?
4. What are 'random word generation' and 'get up and go' techniques of creative thinking?
5. What is an 'ideation' technique?



Answer Keys

Self-assessment Questions	
Question No.	Answer
1	d
2	c
3	c
4	d
5	b
6	d



Activity

Activity Type: Offline

Duration: 60 Minutes

Description

Alex wants to use thinking hats model for creating his advertisement on ladies' garments but he is new to this field and doesn't know the proper application of thinking hats technique. You are a pro in the field of advertisement. Alex has asked for help in using this technique. Guide Alex with the help of a PowerPoint presentation on using the thinking hat technique.

Case Study

Using various techniques to arrive at the solution of problems being faced by customers in banking services

Background

A leading private-sector bank is seeing a drop in the customer base. The existing customers are unsatisfied with the various operations of the bank though they are satisfied with the various services provided by the banks from time to time. They want to regain the confidence of the customers. And to achieve the confidence of the customers, they want to advertise that the bank has worked upon the problems being faced by the customers.

Case/Subject

With the above background of the case, you are requested to create a creative brief so as to develop the advertisement for the bank. What are the steps or methods you will undertake so as to ensure that your creative brief stands out amongst your competitors?

Hint

With the above information, you can take several steps for the construction process such as brainstorming and lateral thinking to run the process of creating creative brief.

Bibliography



e-References

- [www.thehealthcompass.org. *How to write a creative brief.*](http://www.thehealthcompass.org/how-to-guides/how-write-creative-brief) Retrieved from <http://www.thehealthcompass.org/how-to-guides/how-write-creative-brief>
- [www.valuebasedmanagement.net. *Summary of six hats.*](http://www.valuebasedmanagement.net/methods_bono_six_thinking_hats.html) Retrieved from http://www.valuebasedmanagement.net/methods_bono_six_thinking_hats.html



External Resources

- Berman, M. (2012). *The copywriter's toolkit.* UK: Wiley-Blackwell.
- Burtenshaw, K., Barfoot C., & Mahon, N. (2011). *The fundamentals of creative advertising.* Singapore: An AVA Publishing.
- Drewniany, B. L. (2014). Creative Strategy in advertising. USA: Wadsworth Cengage Learning.



Video Links

Topic	Link
How To Write A Creative Brief	https://youtu.be/dmHDDX0nCxw
Creative Thinking Model: 6 Thinking Hats Digital Learning Assets	https://youtu.be/_2JimLV_2AI
How To Write A Creative Brief	https://youtu.be/YvOuugfgN1M



Notes:

