



MINDS

Sparking new ideas and insights



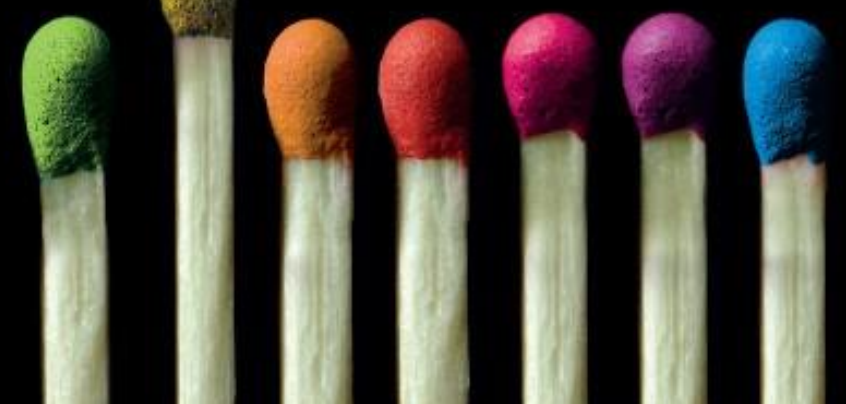
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INSPIRING

BRIEFS

Sparking new ideas and insights



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#MSSInspiringMinds



Keli Mitchell Frame

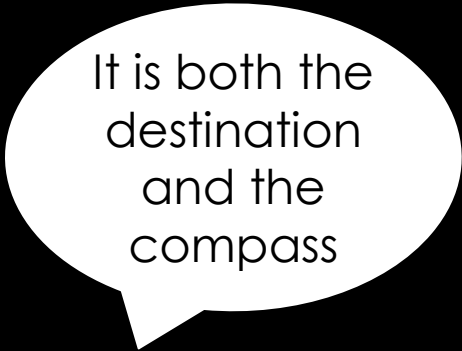
The logo for 'frame' consists of a white circle containing the word 'frame' in a bold, lowercase, sans-serif font.

frame

Keli Mitchell

Client Services Director

Why is a
creative brief
so important?



It is both the
destination
and the
compass

It is both the
destination
and the
compass

*A bad creative brief
wastes time and
money.*

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and the
compass

**If the brief isn't good or
considered, then the
creative won't be either.**

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It is both the
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It sets the
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**If the brief isn't good or
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It's the campaign
bedrock and
without it there is
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It is both the destination and the compass

It sets the course!

If the brief isn't good or considered, then the creative won't be either.

It's the campaign bedrock and without it there is no direction.

It forces you to isolate the USP. It makes you interrogate the creative challenge.

A bad creative brief wastes time and money.

It is both the destination and the compass

It sets the course!

If the brief isn't good or considered, then the creative won't be either.

It's the campaign bedrock and without it there is no direction.

It forces you to isolate the USP. It makes you interrogate the creative challenge.

It's the launchpad for awesome creative. If it's made of play dough and held together with sellotape, the whole thing falls apart.

A bad creative brief wastes time and money.

It is both the destination and the compass

It's the only time when creatives TRULY listen to what you're saying.

It sets the course!

If the brief isn't good or considered, then the creative won't be either.

It's the campaign bedrock and without it there is no direction.

It forces you to isolate the USP. It makes you interrogate the creative challenge.

It's the launchpad for awesome creative. If it's made of play dough and held together with sellotape, the whole thing falls apart.

A bad creative brief wastes time and money.



It inspires!

THE ROLLING STONES LTD
46A MADDUX STREET W1
TELEPHONE 01 629 5856

21st April, 1969.

Andy Warhol,
33 Union Square,
W.N.Y.10003,
NEW YORK

Dear Andy,

I'm really pleased you can do the art-work for
our new hits album. Here are 2 boxes of material
which you can use, and the record.

In my short sweet experience, the more complicated
the format of the album, e.g. more complex than just
pages or fold-out, the more fucked-up the reproduction
and agonising the delays. But, having said that, I
leave it in your capable hands to do what ever you
want.....and please write back saying how much
money you would like.

Doubtless a Mr.Al Steckler will contact you in New
York, with any further information. He will probably
look nervous and say "Hurry up" but take little notice.

Love,


MICK JAGGER

Three top tips
to writing an
inspiring brief.









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Paul Monteath

The Digital Co

—
TheDigital[®].Co
—

@TheDigital_Co

Paul@the-digital.co

What is a
digital
brief?

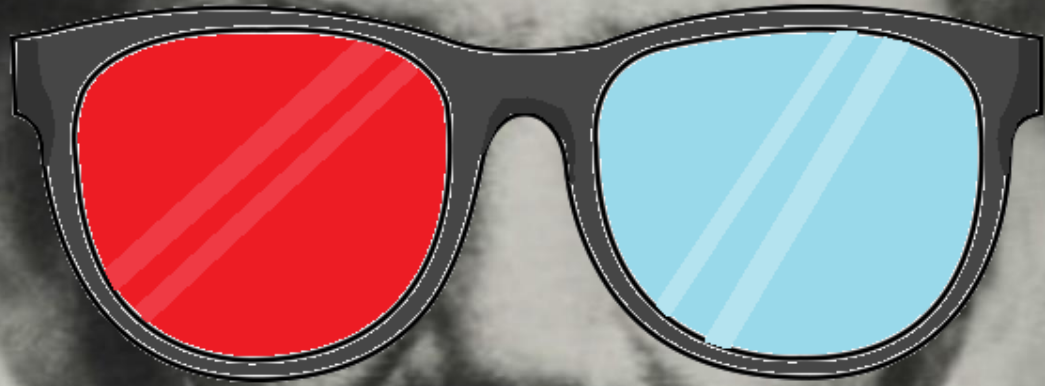


Preparation

“Give me 6 hours to chop down a tree and I will spend the first 4 sharpening the axe.”

Abraham Lincoln

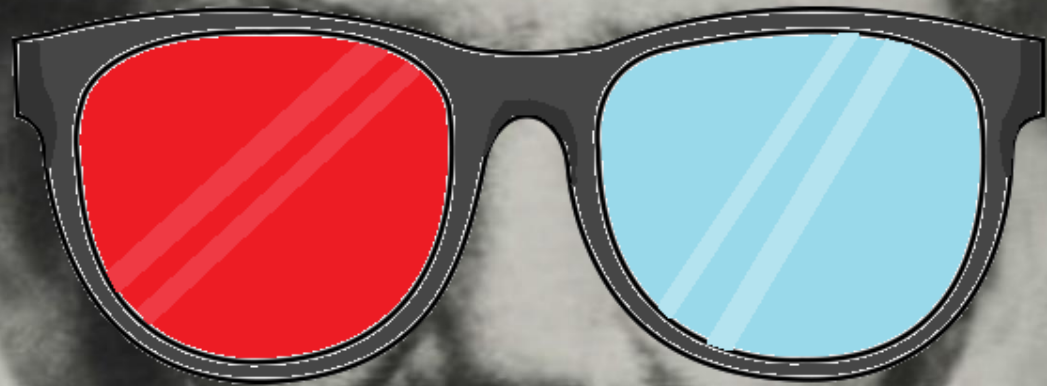
A brief should
ENABLE GOOD WORK



Preparation

—
*“Give me 6 hours to
chop down a tree and
I will spend the first 4
sharpening the axe.”*

Abraham Lincoln



**Preparation is
critical**

Preparation

*“Give me 6 hours to
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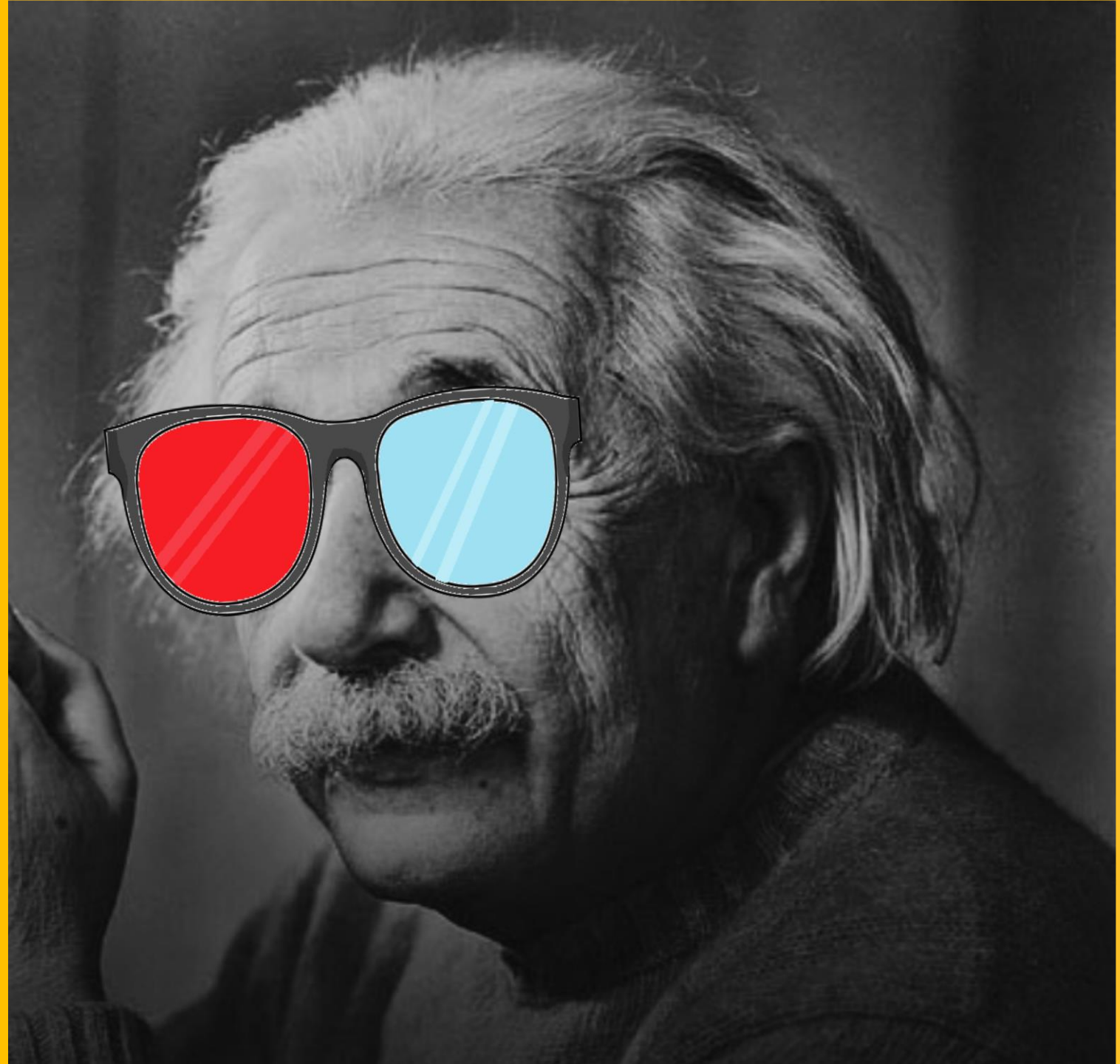
What is a
digital
brief?

What is a
digital
brief?

The Objective

“Not everything that counts can be counted, and not everything that can be counted counts.”

Albert Einstein



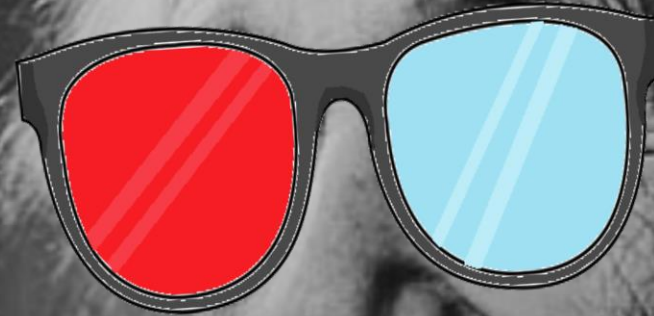
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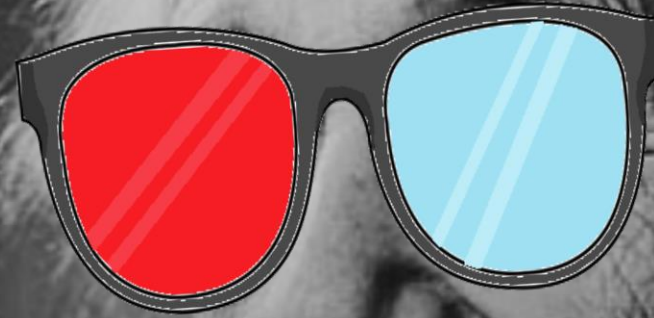
A brief must be DATA-INFORMED



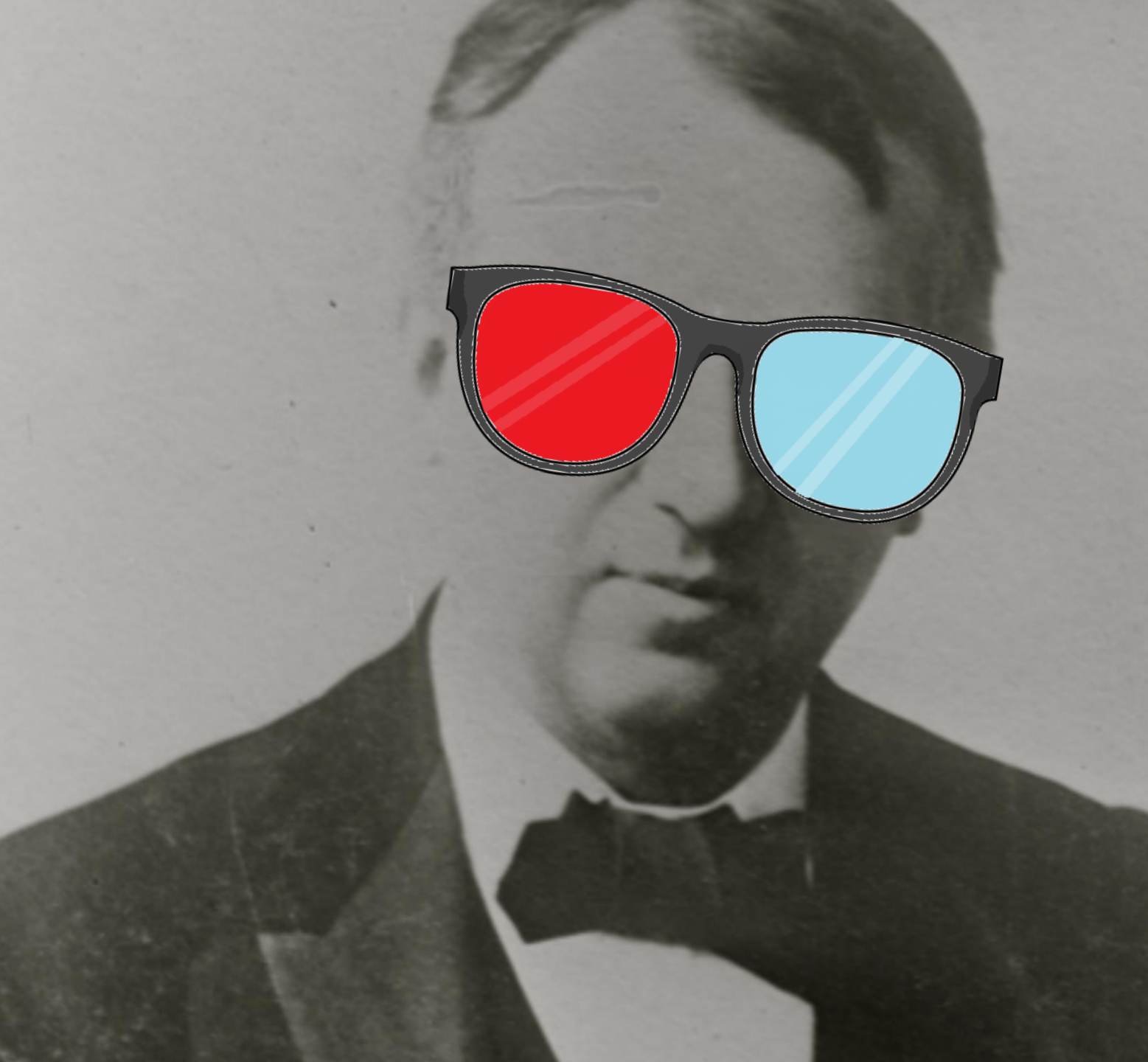
The Objective

“Not everything that counts can be counted, and not everything that can be counted counts.”

Albert Einstein



Clear challenge
Measureable
Objectives



The Brief

*“Half the money I
spend on advertising
is wasted; the trouble
is, I don't know which
half.”*

John Wanamaker



YOU

The Brief

*“Half the money I
spend on advertising
is wasted; the trouble
is, I don't know which
half.”*

John Wanamaker



YOU

THEM

The Brief

*“Half the money I
spend on advertising
is wasted; the trouble
is, I don't know which
half.”*

John Wanamaker



YOU

THEM

DOABILITY

The Brief

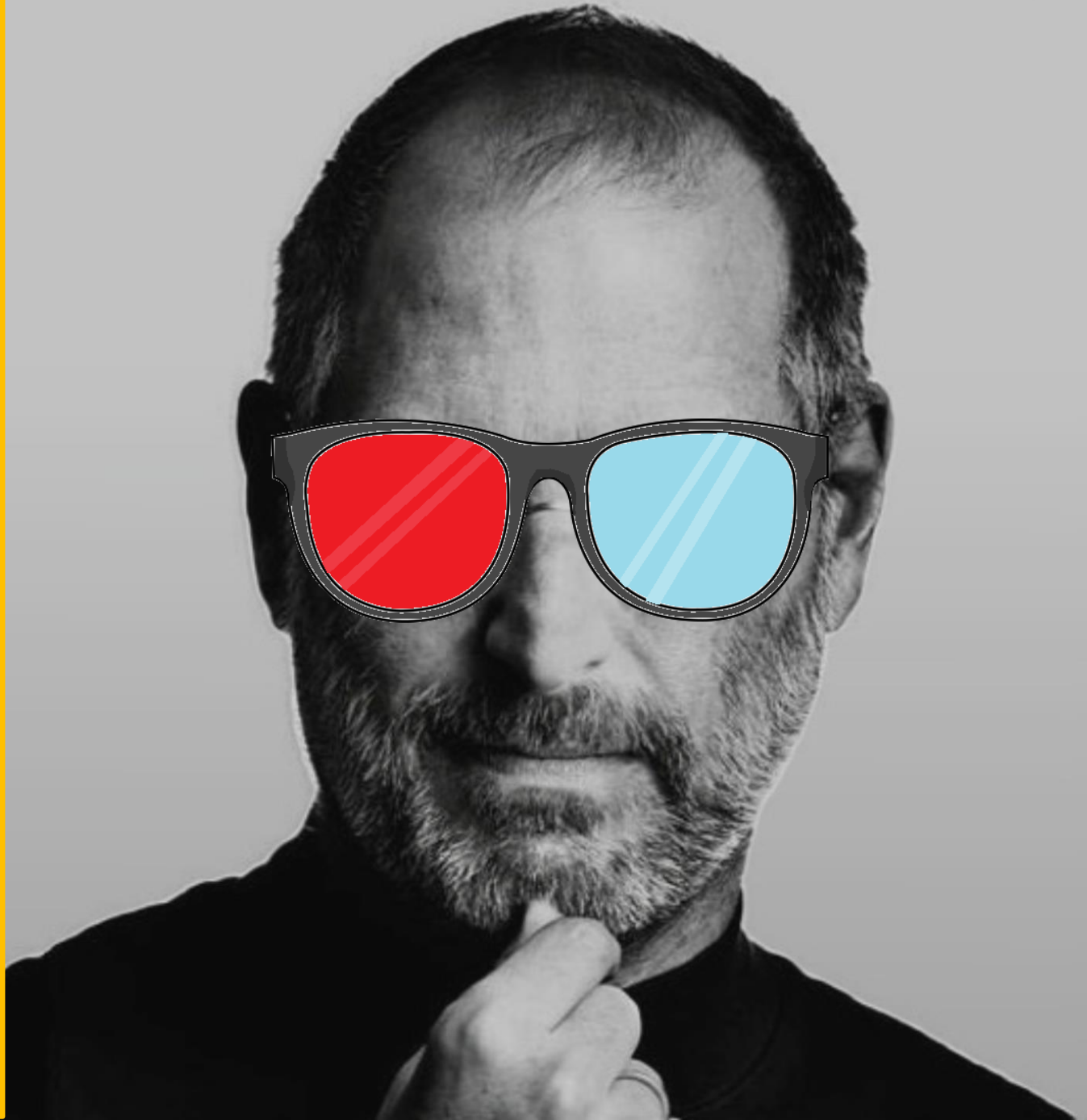
*“Half the money I
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is wasted; the trouble
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John Wanamaker

Collaboration

“It doesn’t make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do.”

Steve Jobs



The Digital Brief

Data-informs the challenge

Define 'what good looks like'

Use your insights

Be 'Customers First'

Utilise your expertise

Analyse & Interpret

—
TheDigital[®].Co
—

@TheDigital_Co

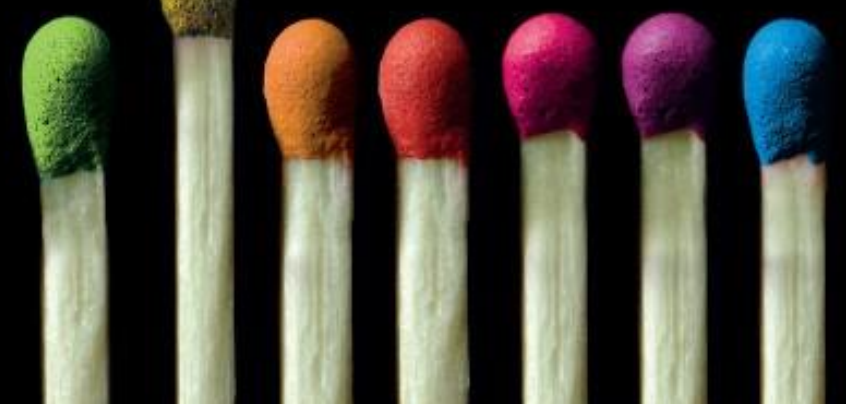
Paul@the-digital.co



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Libby McGugan

Doctor, Author, Musician

OBJECTIVES AND MINDSET

{ DR LIBBY MCGUGAN
MBCHEB, FRCS, FCEM

KATE ALLATT



KATE ALLATT



DECIDE



DECIDE

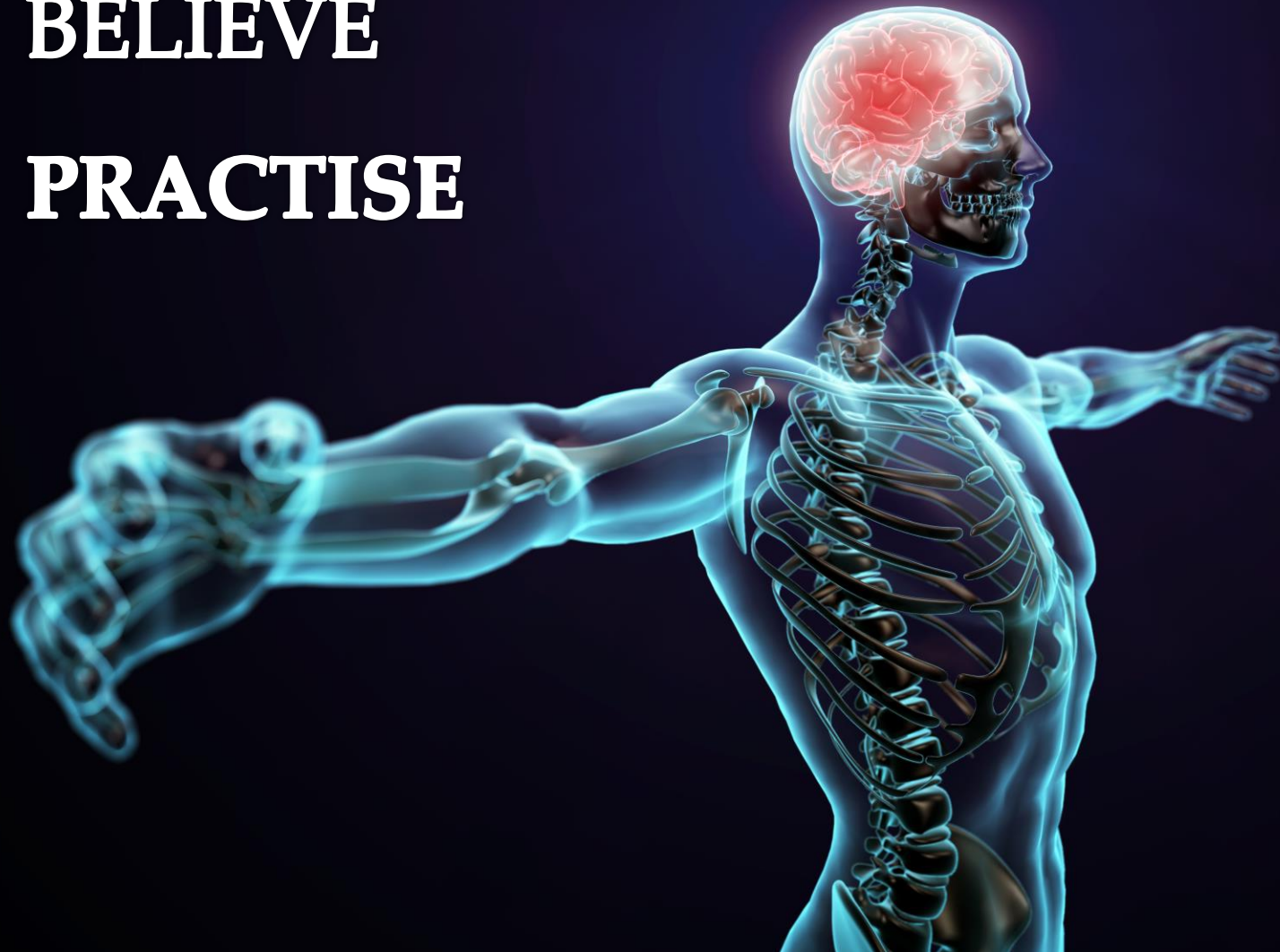
BELIEVE



DECIDE

BELIEVE

PRACTISE

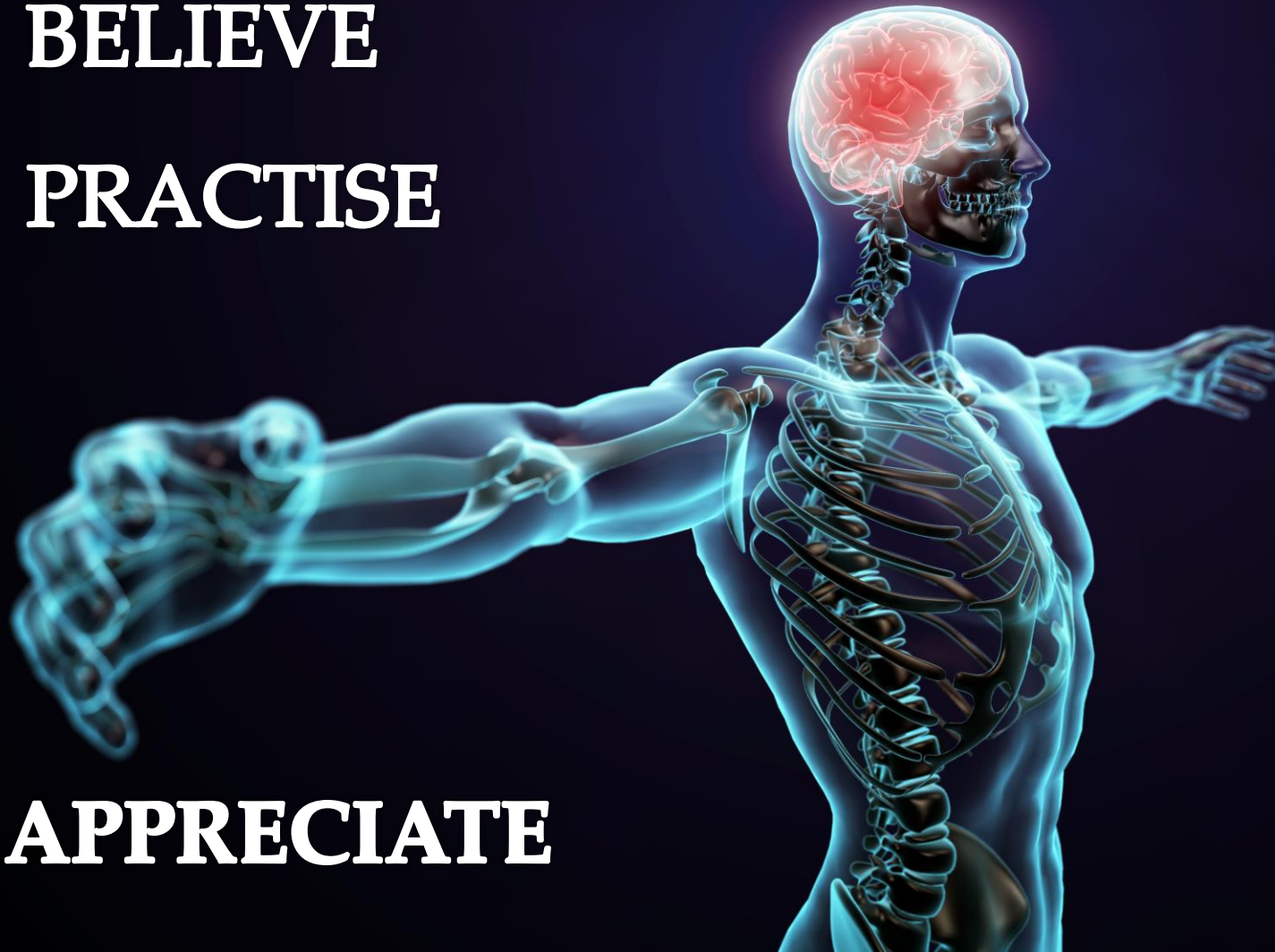


DECIDE

BELIEVE

PRACTISE

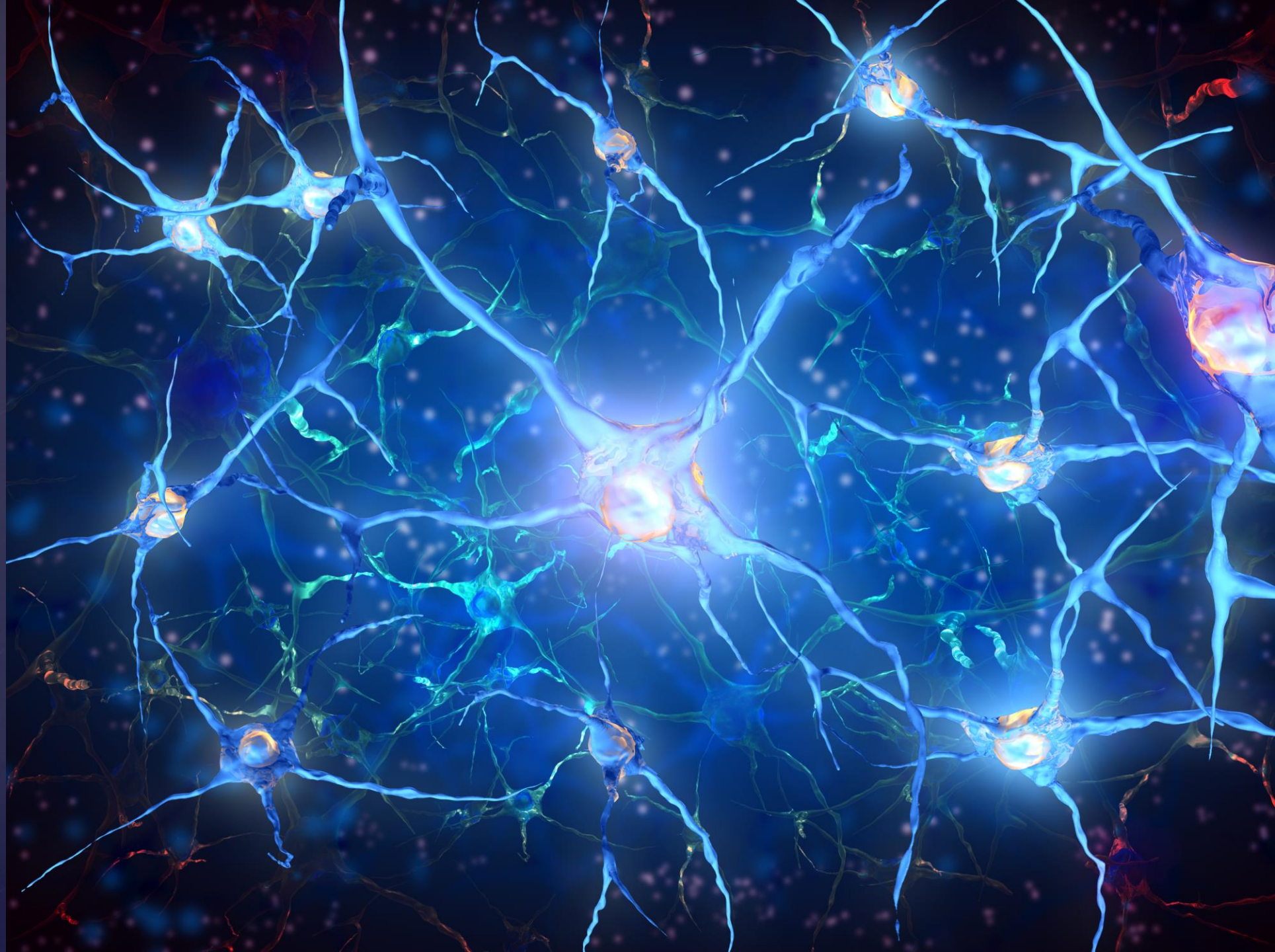
APPRECIATE



THINK FROM THE END

THINK FROM THE END

HOW DOES IT FEEL?

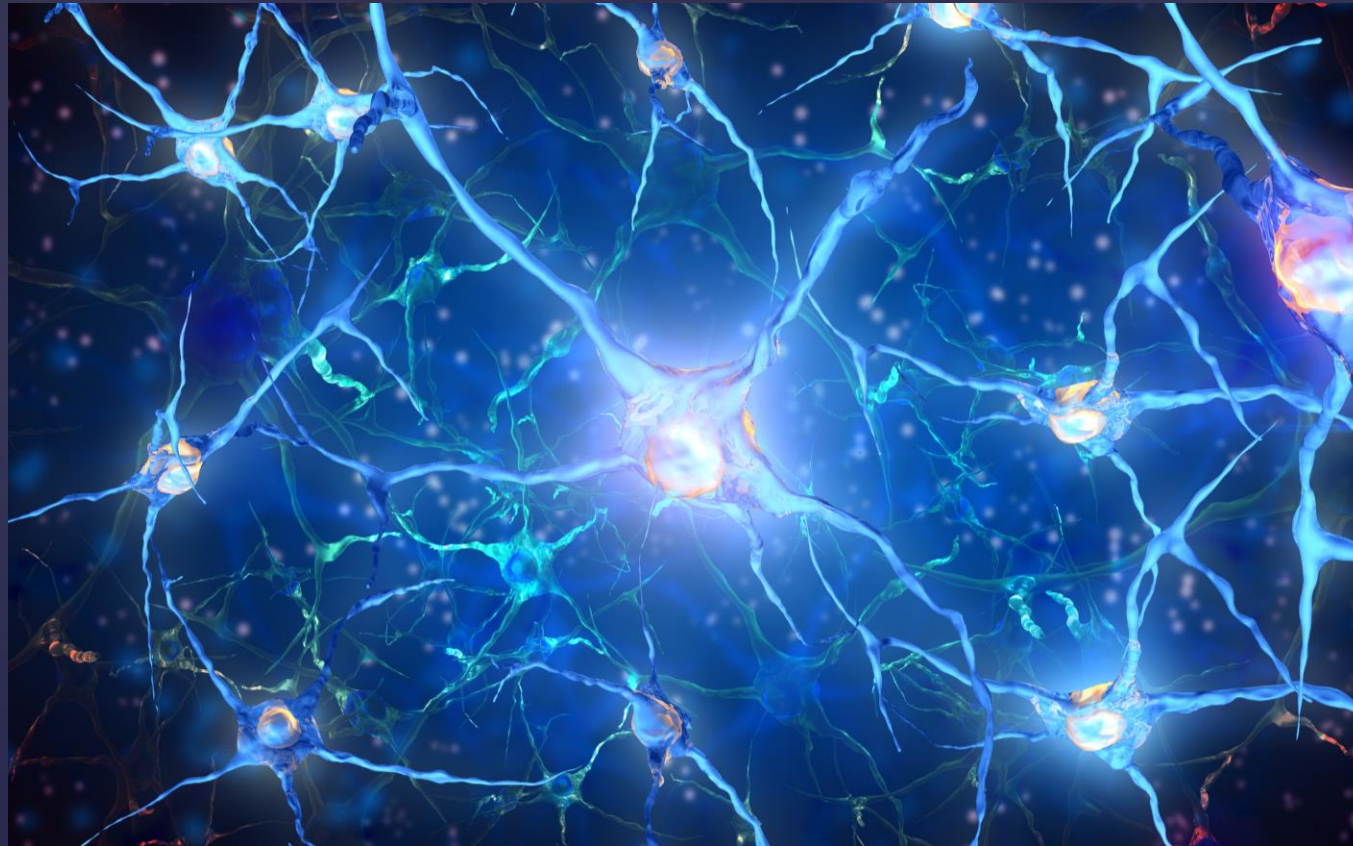


**'WISE
PSYCHOLOGICAL
INTERVENTIONS'**

- DECIDE
- BELIEVE
- THINK FROM THE END
–HOW DOES IT FEEL?
- PRACTISE
- APPRECIATE

I think, therefore I am.

René Descartes

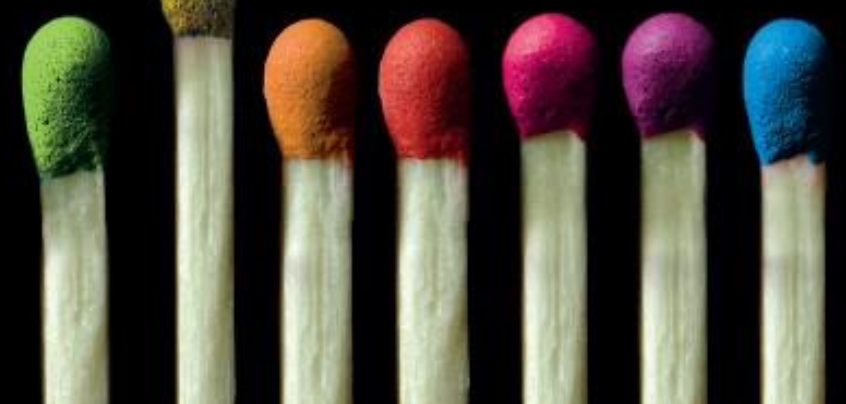




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Petra Cameron

RBS

Getting the best from pitching

Petra Cameron

Head of Advertising, RBS

Be Enticing

Be Trusting

Be Available

Be Intuitive

Be Yourself

Be Honest

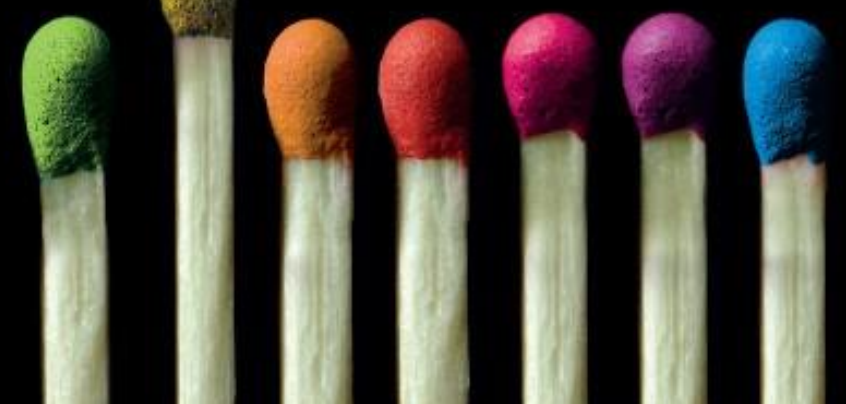
Be Fun



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Inspiring Planning

5 May 2016
Glasgow



Speakers:

- Charlie Robertson, Founder, Red Spider
- John Botia, Founder, Calo Foundation
- Mark Fowlestone, co-Founder, Multiply



Star Awards



9 June 2016

Edinburgh Corn Exchange

Hosted by: Laura Whitmore

The logo for the Marketing Society Star Awards, featuring a stylized star shape composed of four colored triangles (purple, green, yellow, and red) meeting at a central point.

MARKETING SOCIETY
STAR AWARDS

AIM HIGHER

starawards.marketingsociety.com

CELLO signal

The Marketing Society logo, a white oval containing the words "MARKETING SOCIETY" in white, uppercase letters.

Amplify Marketing Festival



26 August 2016

University of Edinburgh Business School

The Ogilvy Lecture: MT Rainey

The Badger Debate

Pioneering Spirit Awards: Clients v
Creatives

Mad Men & Women Drinks Reception



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INFORMAL SPEAKER QUESTIONS



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