



CREATIVE BRIEF **Manual**

Reading a BootB CREATIVE BRIEF:

8 steps for ∞ [Unlimited] Creativity!

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INTRO
[General Instructions]

The greatness of your BootB Solution is directly proportional to your understanding of the Brief. The Brief is the heart of the creation process! In fact, the Brief is the only way for Brand Builder to succinctly tell you what he wants to receive.

The BootB Brief is designed in order to build a successful bridge between you and the Brand Builder. In order to assure mutual comprehension, please follow the BootB instructions carefully.

Move through the process of reading the Brief step-by-step: read it up to the end and then take a break; then, read it again to get more insights and inspiration. Finally, imagine yourself in the shoes of the writer (Brand Builder) and read the Brief again. Try to find as much additional information as possible.

In each section of this Manual you will find:

- ∞ what the step is about
- ∞ an example

STEP 1
BRAND BUILDER
[who has written the BootB Brief for BootB Creators ?]

WHAT IS IT ?

In this step you will find information about the Brand Builder, who is asking you to propose a Solution for the challenge. He introduces himself (as a Brand of course :) The more you understand about the Brand, the more chances you have to create what is wanted.

IMPORTANT: There is a possibility that the Brand Builder prefers not to disclose who he is, usually for confidentiality reasons. Such Briefs will be published in an anonymous way. In this case the Brand Builder will say as much as he feels comfortable saying.

Here are two EXAMPLES

In case there is no problem with disclosing the identity (VISIBLE):

"NMN -No More Nicotine- is a Brand that promises to counteract the damages to the skin that can be caused by smoking. NMN is distributed in pharmacies and drugstores and its price positioning is middle-high; it is mainly promoted through professional endorsement and is not massively advertised."

In case the Brand doesn't want to disclose his identity (ANONYMOUS):

"Brand counteracting the damages to skin caused by smoking. Its products are distributed in pharmacies and drugstores with a middle-high price positioning; they are mainly promoted through professional endorsement and are not massively advertised."

In summary: Who is your client (in a visible or "anonymous" way :)

STEP 2

PROJECT OBJECTIVE / DESCRIPTION **[what is the Brand Builder looking for ?]**

WHAT IS IT ?

This is the task the Brand Builder asks you to accomplish. If you don't understand it, you are completely out of luck !

EXAMPLE

"We ask the Creators to develop a print advertising campaign in order to increase Brand's visibility. It will be used in national magazines this spring."

In summary: It's the objective of the client, therefore your objective too !

STEP 3
TARGET AUDIENCE
[who should you influence ?]

WHAT IS IT ?

People that the Brand Builder wants you to entertain and persuade to think, feel or do something using your creation. Usually you will read about their age, sex, social level and behaviors. You should always keep that information in mind while creating, as the target audience is the final recipient of what you create.

EXAMPLE

"Smoking girls and women who would like to quit smoking but can't. Usually health-conscious adults who care about their looks. They feel guilty about smoking because they know it is harmful. They read books about it. This is a real problem for them: it's like "My brain wants something, but my body acts of its own accord". They don't relate to my brand, they are just waiting for a trustworthy "helping hand".

In summary: Get under their skin !

STEP 4

PROPOSITION

[what does the Brand wants the target audience to get / understand / do ?]

WHAT IS IT ?

The thing that the Brand Builder wants to make the target audience think/feel/do because of your creation.

Here are some very concrete examples:

- ∞ Some things people can think/feel:
 - There is a new Brand (or product or idea or...) out there
 - This Brand is better than the alternatives or than it used to be
 - This Brand is worth paying more for
- ∞ Some things people can do:
 - Start buying the Brand's products
 - Buy the Brand more often
 - Stock more products of the Brand in their outlets

The above written examples are very concrete whilst often the proposition of the Brief is emotional. That's even better as it can be more inspiring!

EXAMPLE

"We'd like to encourage smokers to use NMN in order to minimize the damage to their health while they are keeping giving up smoking (especially if they've already tried and failed before)."

In summary: Get inside their brain !

STEP 5

SUPPORT

[why should the target audience believe in the Brand's proposition ?]

WHAT IS IT ?

This is the key to achieving the objective. It is what supports the proposition and makes it believable. Usually it is a rational statement.

EXAMPLE

"Every cigarette you smoke is causing damage to your appearance. A recent study took several pairs of identical twins where one twin was a lifelong smoker and the other had never smoked. The smokers' skin was a quarter thinner than that of non-smokers, and in some cases there were differences of up to 40%. NMN contains thinning-blocking anti-oxidants which counteract the effect of nicotine on the skin."

In summary: You are looking for arguments? You'll find them here!

STEP 6

CHARACTER

[what are the features that define the personality of the Brand ?]

WHAT IS IT ?

It's who the Brand is. Yes... who!

Treat the Brand as a human being, as it has its own personality. To know the personality of the "client" is fundamental in order to provide a tailor-made job. So, read carefully the listed adjectives...

EXAMPLE

"Scientific, trustworthy, result-oriented, 'a party' to achieve your goals."

In summary: Imagine the live person !

STEP 7
MEDIA PLAN / PLACEMENT
[where will your work appear?]

WHAT IS IT ?

A list of places (or media, or things) where the target audience will see the outcome of your creation. In this step sometimes the Brand will also acknowledge you how much he plans to invest into production. This information will give you an insight whether to create a BIG project or make it small... :)

EXAMPLE

“This campaign is going to appear in lifestyle- and health-focused women magazines of New Zealand, during the spring of 2009. We plan to invest 500,000 USD, which means approximately buying 100 single pages.”

In summary: Consider the medium !

STEP 8
ADDITIONAL EXECUTIONAL ELEMENTS
[any other information the Brand wants to share with you]

If the Brand has **preferences** or **technical requirements** that your Solution has to match, you will find them here.

Here are some items that you may find in this section:

- ∞ Guidelines or mandatory inclusions (do's and/or don'ts)
- ∞ Business objectives
- ∞ Market and competitors overview
- ∞ Good and bad samples

Depending on the Brief, you may also find some **files** attached with a logo, pictures of product(s), a template that you should use in order to submit your ideas, or any other file that the Brand wants to share with you. So, study the attachments before starting creating.

**In summary: Anything else you need to know
(not written in the 7 steps before) !**

OVERVIEW

[Project Details]

You have read already a full description of the creative challenge that should be solved. Now it's time for some attributes:

BRAND

In this field you see the "owner" of the Project. Generally it is the Brand name. This name (and logo) leads to Brand Builder's Profile. Seldom, if the Brand Builder chooses option "Anonymous" there will be no possibility for you to access the profile.

DEADLINE

This is the last day when you can publish your Solution to the Pitch. The timeframe ends at 23.59 GMT.

BUDGET

It's the amount of money that you will receive if your Solution is chosen by the Brand Builder as the best one.

On the "Brief Description" page you will find three other fields as well:

- ∞ "**Languages of Brief**" – is a list of languages in which the Brief is translated. The original language is highlighted pink. Choose from the list the language you understand the best.
- ∞ "**Category**" – is a list of categories or sub-categories that the Brief fits the best.
- ∞ "**Language of Solutions**" – is the list of languages in which the Brand accepts the copy of your Solution.

In summary:

**No more steps... but you can always contact us
at info@BootB.com for any assistance needed !**