

MARKETING KITCHEN

BRIEF WRITING



The background consists of several overlapping, light gray paper sheets. The sheets are arranged in a way that creates a sense of depth and movement, with some sheets appearing to be on top of others. The edges of the sheets are slightly irregular, giving the overall composition a layered, textured appearance. The lighting is soft and even, highlighting the subtle variations in the paper's texture and the shadows between the overlapping layers.

BRIEF WRITING

**“A PROBLEM WELL DEFINED IS A
PROBLEM HALF SOLVED”**

- John Dewey, American philosopher, psychologist, and educational reformer

TO BE A GREAT MARKETING LEADER LEARN TO BE A GREAT BRIEF WRITER

The brief is the foundation of every project.

The success of the project depends on a brief that is clear about the problem that needs to be solved.

So, see the brief as **a tool for leading teams to solve problems.**

THE MAIN AIM IS TO GIVE THE TEAM **FOCUS**

A strong brief will provide focus on the critical task(s).

It will be free of jargon and unnecessary information.

The driver for the work will be clearly stated.

A common starting point will be understood by all.

And a shared sense of what is being aimed for is set.

EVERY BRIEF IS **DIFFERENT** BUT THERE ARE SOME **COMMON** ELEMENTS

Background/context setting

What's the current state? Why this project?
Why now? How does it fit with the broader strategy / other projects?

Problem definition

What's the problem we're looking to overcome?

Objective(s)

What are we hoping to achieve?

Product / Industry

What are the key features? User benefits? Value to the user?

Customer

Who's the target audience? What do you know about them?
E.g. perceptions, barriers

Competitors

Who are the main competitors? What PINs do they have?
Where are they strong? Weak?

Proposition

What's the essence of what needs to be communicated?

Goal

What are we aiming for? What's the outcome we want to achieve?

Success criteria

How will we know if we've been successful?

Budget

How much?

Timings

When?

START AS A **DRAFT** BE **OPEN** TO CHALLENGES

Read through the eyes of the agency.

Test with your team.

Run it past a colleague in another team.

Share with your agency.

Finalise.

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Prepared by AB for Caterpillar
All content is confidential and not to be shared.
For more information please contact henry@ab-uk.com

