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creative ideas form in
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professionals come
together to create a
strategy that is going
to help the marketing
campaign meet the
specific goals that the
company has set out.

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adopt in order for that
to happen successfully
and, potentially, the
communication themes
that will hold the
storytelling together.

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Duggan's follow-up to
his 2007 book,
Strategic Intuition, is a
practical guide to a...

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When partnering with a creative firm, sharing a creative brief can ensure everyone's on the same page. After all, if you're spending time and money to work with a firm on a well-executed advertising or marketing campaign, you want to make certain you're getting the most out of your partnership. When

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executed correctly, a
creative brief will help
communicate your
values, vision, and the
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Where the art and
science of advertising
come together • A Big
Idea must be -
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advertisement says -
Also called message
strategy • Creative
execution - How it is
said • A creative
strategy defines the
important strategic
choices required to
develop a marketing
message.

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process by marrying
creativity (the
generation of new
ideas) with efficiency
(based on what we
already know is
working elsewhere)
and strategy
(addressing only the
key elements that are
at the core of our
challenges).

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