**QUANTUM SPIRITS**

**PRODUCT/CREATIVE BRIEF**

**Introduction**

Planning a product marketing and communications strategy involves answering the same questions for each product to ensure relevance to the target audience and a consistency in our approach. This will be valuable in filling, initiating, contributing to or evaluating the product development pipeline.

They include 3 sections; task definition, objective & strategies and execution (this is more about communications and advertising messaging.)

**Task Definition**

**Key Market Observations** – what one point can you make about the market that will help everyone understand and believe in the rest of the brief? There is no need to be exhaustive, just provide the basics.

**Source of Business** – where, specifically, do we expect our business to come from? We are not looking for general descriptions here, but specific sources (e.g., current consumers of premium spirits unhappy with their current product cost, taste, etc.)

**Consumer Insights/Barriers** – What one thing do we know about our potential target market that we may need to overcome, or that may help us reach them? What do they know, or think they know, about the product or product category; how do they feel about it; how interested are they in it; how do they distinguish between different products?

**Target Market** – what is the most vivid description we can offer of the types of individuals to whom this communication/message will be directed? This description must go further than a simple listing of demographics or even lifestyle characteristics. We will want to provide enough information to be able to picture in our mind’s eye whom we are addressing.

**Objectives and Strategy**

**Communications Objectives and Tasks** – what is the specific communication objective for this piece of creative, and where does it fit within the total integrated marketing communications program? Here is where we designate the primary objective (Category need, brand awareness, brand attitude, brand purchase intention and what we hope to accomplish.

**Brand Attitude Strategy** – what do we know about the way customers make decisions? Here is where we lay out whether the decision is high or low involving and whether behavior is positively or negatively motivated. This positions the strategy into one of 4 quadrants.

Negative Motives

Problem Removal Looking for a product or service *to solve* a problem.

Problem Avoidance Looking for a product or service *to avoid* a future problem.

Incomplete Satisfaction Looking for a product or service that is *better than* what is currently used.

Mix-Approach Avoidance Looking for a product or service that *resolves a combination* of likes and dislikes in what is currently used.

Normal Depletion Looking *to maintain* inventory of product to ensure usage of service.

Positive Motives

Sensory Gratification Looking *to enjoy* product or service

Intellectual Stimulation Looking *to explore or master* a new product or service.

Social Approval Looking *for personal recognition* by using a product or service.

Once we have determined the best possible motivation to purchase our product, we can see where the strategy positions itself within the brand attitude quadrant. If we feel the competition is already occupying a particular quadrant, as perceived from their marketing, advertising, etc., then we can consider an empty quadrant. This is not always possible given the nature of the product category we may compete within. For example, cars, houses, boats are all high involving purchases simply because they are so expensive.

**Brand Attitude Quadrants**

|  |  |  |
| --- | --- | --- |
|  | **Informational**  (Negative Motivations) | **Transformational**  (Positive Motivations) |
| **Low Involvement**  (Trial experience sufficient) |  |  |
| **High Involvement**  (Search and conviction required prior to purchase) |  |  |

**Benefit Claim** – What is the primary consumer benefit and why? Here is where we identify the benefit claim that is most strongly associated with the relevant motivation, and provide the evidence that supports our choice. Anything that could be used in the communications to demonstrate or communicate the correctness of the benefit claim should be included. For example, if we understand customer motivation to likely center upon incomplete satisfaction, pointing out comparative advantages and how we should present them might be appropriate.

**Desired Consumer Response** – what is it that we want the target audience to know, think, feel or do as a result of our effort? This should be a brief summary of what we expect to happen.

**Execution**

**Creative Guidelines** – what tactics are appropriate for the type of brand awareness involved, and for the strategic quadrant chosen?

**Requirements/Mandatories** – what are the requirements, either creatively or legally, or corporately, that must be included? Here, for example, is where the logo treatment is spelled out.