

Integrated Marketing Communications:

Connecting with Consumers in the
Seamless World



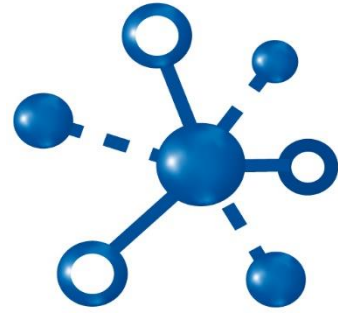
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The **Brief**: Communicating and **Inspiring** your Team



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Creative Brief



Client's Creative Brief → Deliverables From Agency

Deliverables From Agency

- Creative Work
- Contact Point Planning and IMC activities (platform)
 - Specific contact point/ media used (e.g. not only TV, but what program/ what time/ spot or content...)
 - IMC Platform

Recommendation: Use Gantt chart to show the plan.





Creative Brief ?

- Why creative brief?
- What are the key elements?



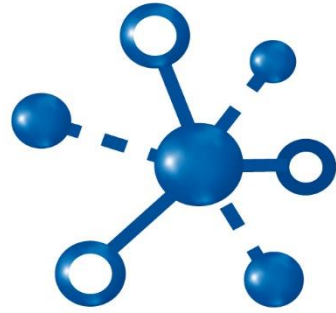
Creative Brief

- (See word file)



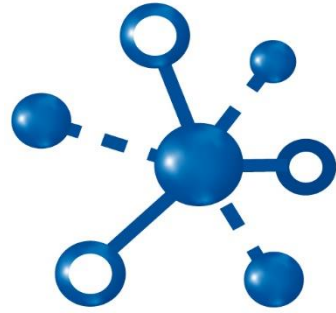
Brand team

- Inspiring your team!
 - Not only a written document, But a briefing session...
 - Who would sign to approve the written document?
 - Who would brief the agency?



Briefing Workshop 1

Communication Approach



Briefing Workshop 2

Inspiring Brief



Inspiring Briefing Workshop

How to inspire?

- What is the big idea?
 - Strategy
 - Implementation (including examples)
- Different execution to different target group
 - Brand team (including agencies)
 - Channel e.g. 7-Eleven branch managers
 - How to deliver the edutainment session?

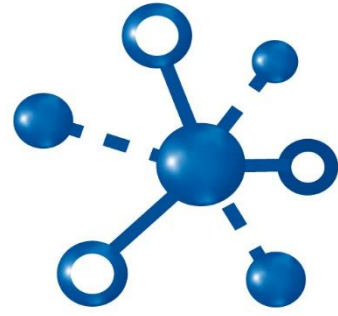


Conclusion



What did we cover today?

- Deliverables from agency
- Creative Brief
 - Why
 - What elements
 - Approach
- Inspiring Brief



Q & A
