



COUNT TO TEN

(are you counting?)

Now, NEXT PAGE...

IN :10, WHAT WOULD
YOU SAY TO SOMEONE
TO CONVINCE HIM/
HER ABOUT CLIMATE
CHANGE?

TALK INTO YOUR
MEMO RECORDER
FOR 10 seconds



TALK TO HER



OR HIM



READY, SET, GO....



THAT'S MORE THAN
THE ATTENTION SPAN
OF MOST PEOPLE
FOR *EXTRANEOUS*
INFORMATION

AND WHY MASS MEDIA RESORTS TO "SENSATIONALISM"



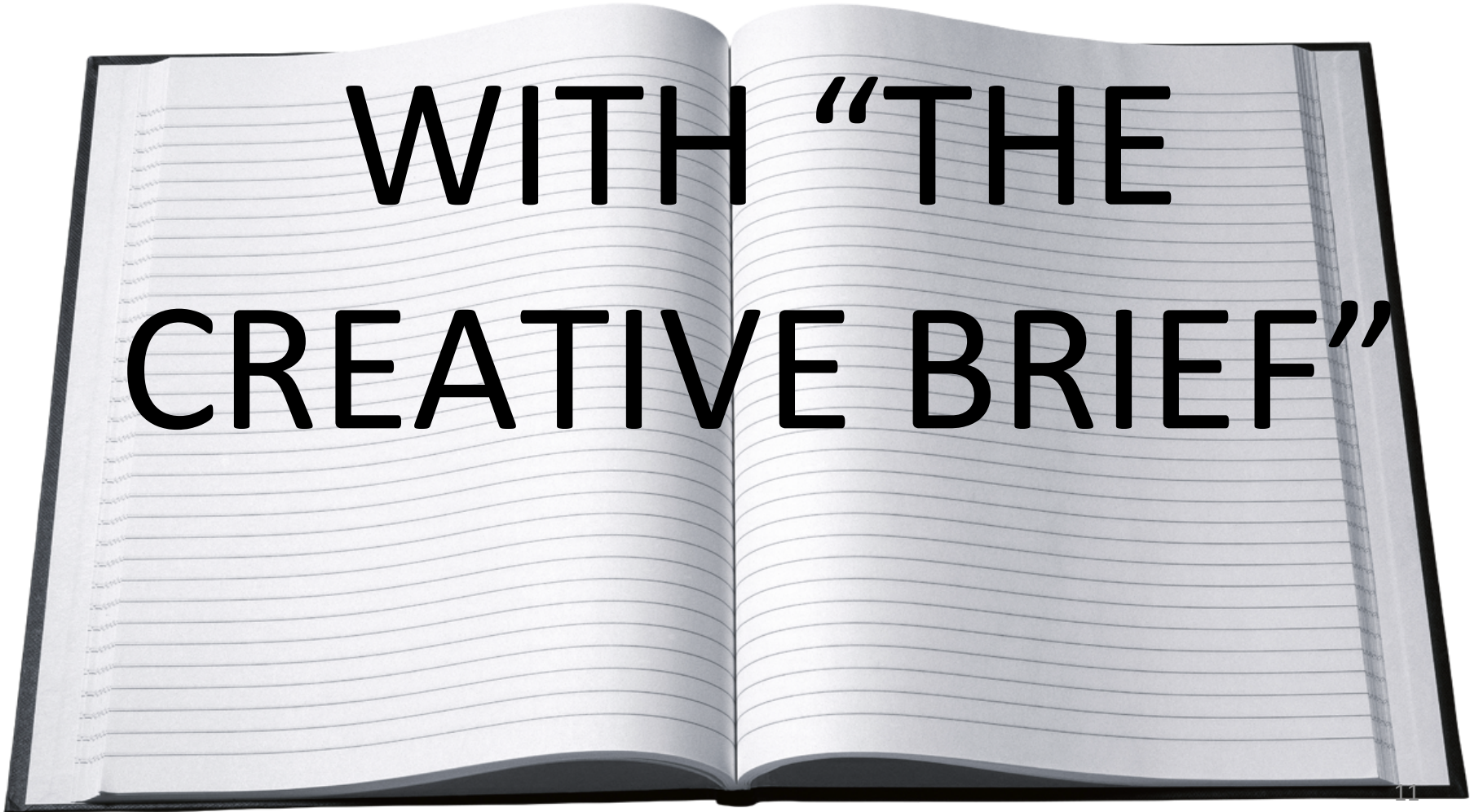
AND WHY MAJOR
BRANDS SPEND
MILLIONS TO
DEVELOP
MESSAGING



...BEFORE THEY SPEND
\$\$\$\$ ON TV, RADIO, PRINT,
INTERNET, PACKAGING,
POINT OF SALE, MEDIA,
SPONSORSHIPS, COUPONS,
SIGNAGE, GAMES...

THEY START

**WITH “THE
CREATIVE BRIEF”**



LET'S USE SOMETHING AS
SIMPLE AS **CHEERIOS** TO
EXPLORE THE
“CREATIVE BRIEF”
APPROACH TO
MESSAGING




**#1. WHAT IS THE
SINGLE MOST
IMPORTANT
OBJECTIVE OF OUR
COMMUNICATIONS?**

(A SIMPLE “CHEERIOS” EXAMPLE)

#1. Single most important objective:

**SELL MORE
CHEERIOS**



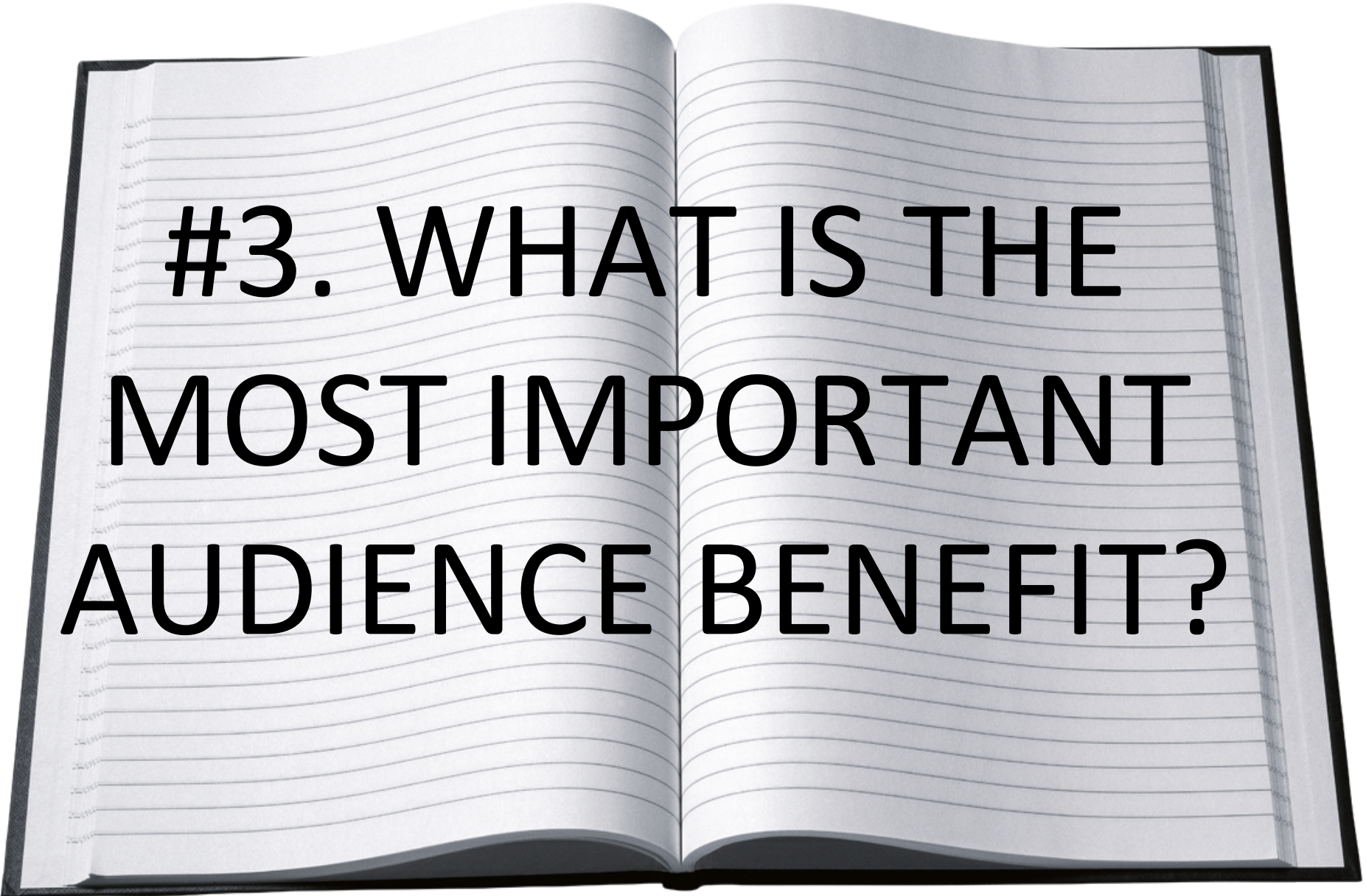
**#2. WHO IS YOUR
MOST IMPORTANT
AUDIENCE?**

#2. Single most important audience:

YOUNG MOMS*



*Moms (25-40) hold more purchasing power than any demographic.

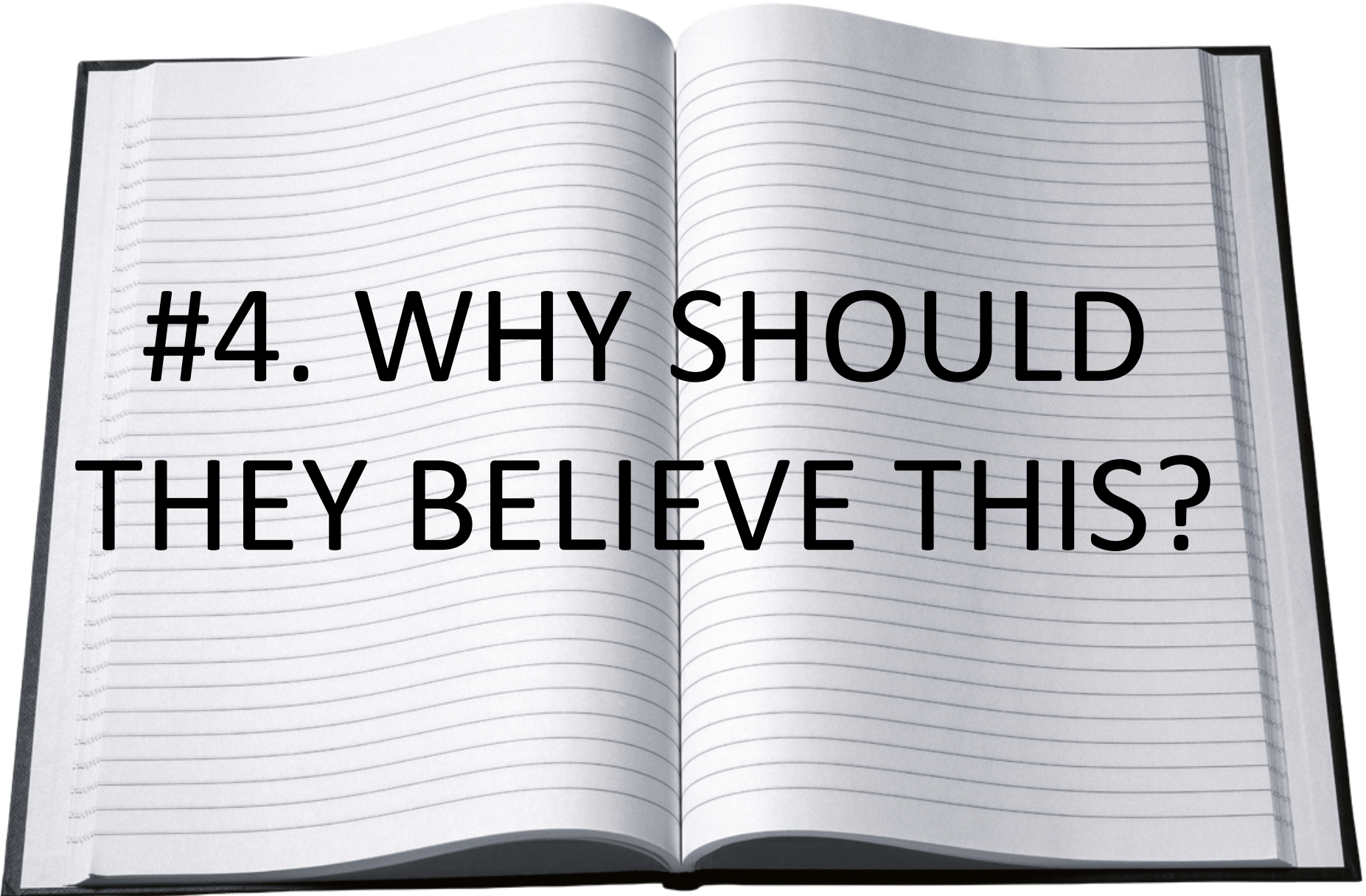


**#3. WHAT IS THE
MOST IMPORTANT
AUDIENCE BENEFIT?**

#3. Most important audience benefit

THEIR CHILDREN'S HEALTH AND WELLNESS





**#4. WHY SHOULD
THEY BELIEVE THIS?**

#4. Why should they believe this?

DOCTORS PREFER MULTI-GRAIN

Mayo Clinic website header and content:

- Navigation: Patient Care, Health Information, For Professionals
- Links: Request an Appointment, Find a Doctor, Find a Job, Log in to Patient Account
- Search bar: Enter search term here, Search
- Categories: Diseases and Conditions, Symptoms, Drugs and Supplements
- Breadcrumbs: Home > Healthy Lifestyle > Nutrition and healthy eating > Expert Answers > Multigrain vs. whole grain: Which is healthier?
- Section: **Nutrition and healthy eating**
- Sub-sections: Basics, In-Depth, Multimedia, **Expert Answers**, Expert Blog, Resources, What's New
- Share on: Twitter, Facebook, Email
- Print, Reprint
- Question**
Multigrain vs. whole grain: Which is healthier?
**Is multigrain the same thing as whole grain?
Which is the healthier choice?**
- Answer**
from Katherine Zeratsky, R.D., L.D.
- Text: Multigrain and whole grain are not interchangeable terms. Whole grain means that all parts of the grain kernel — the bran, germ and endosperm —
- Profile: Katherine Zeratsky, R.D., L.D., With Mayo Clinic nutritionist, read bioGRAPH






**#5. WHAT IS THE
BIGGEST OBSTACLE?**

#5. What is the biggest obstacle?

THE KIDS



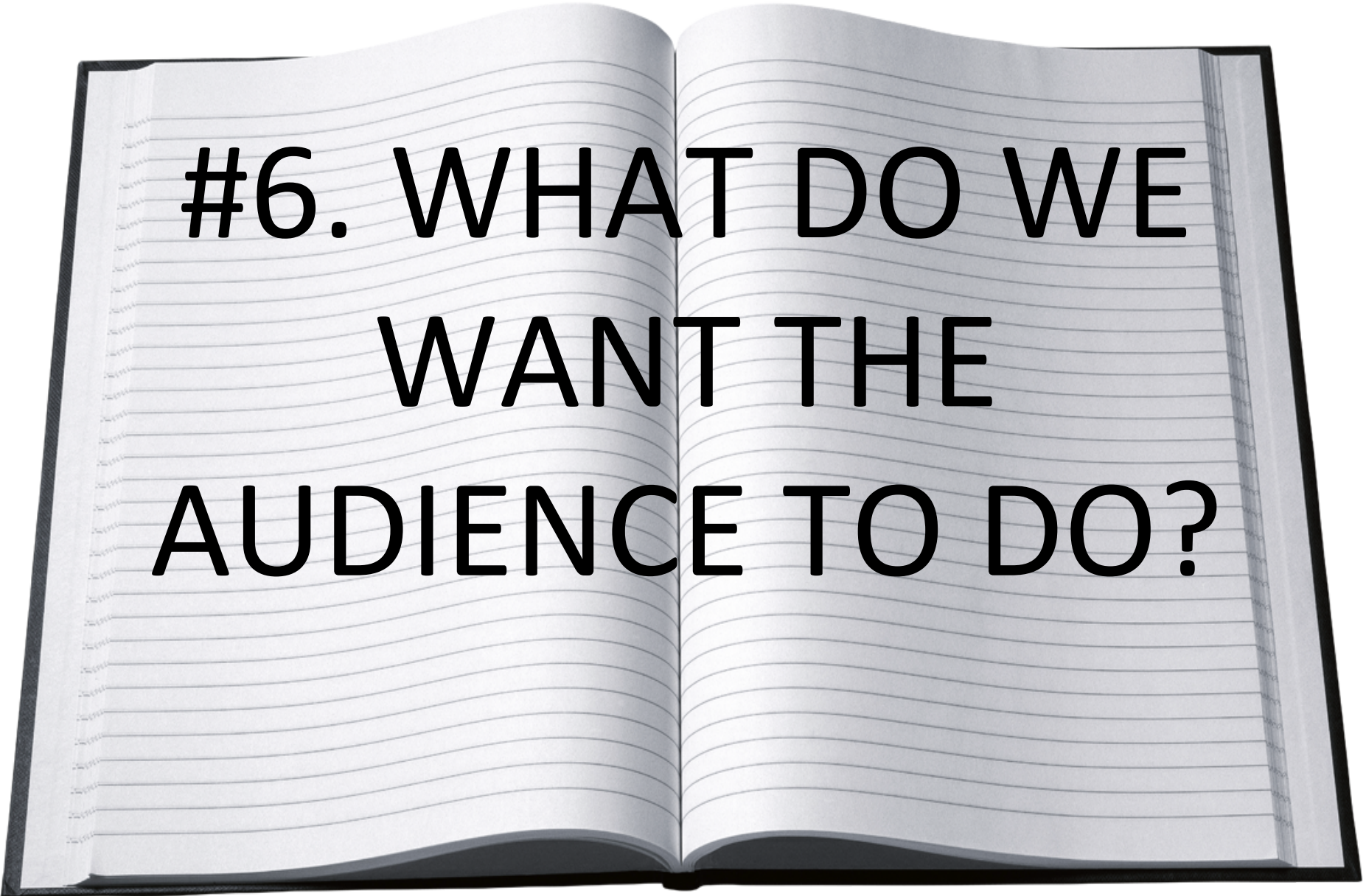


#5. THE MOST IMPORTANT MESSAGE?

#5.The most important message?

KIDS ♥ CHEERIOS

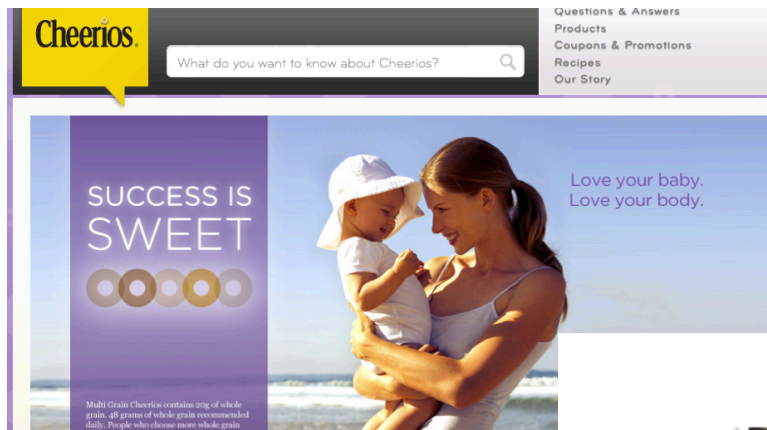




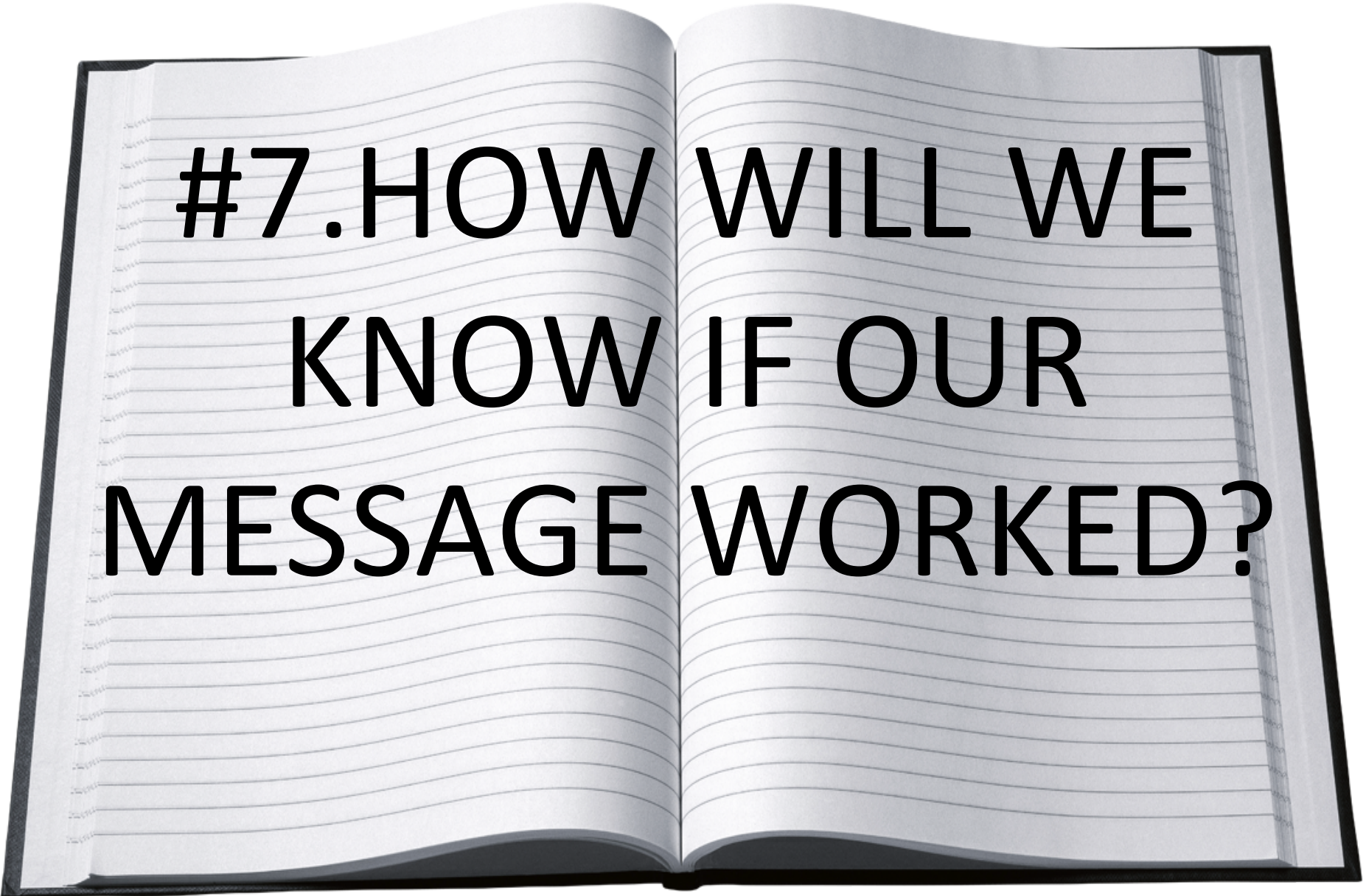
**#6. WHAT DO WE
WANT THE
AUDIENCE TO DO?**

#6. What do we want the audience to do?

EMOTIONALLY ATTACH TO CHEERIOS



Real moms share why their
kids love Cheerios®



**#7. HOW WILL WE
KNOW IF OUR
MESSAGE WORKED?**

#7. How will we know if our message worked?

SALES FIGURES AND BRAND LOYALTY

Cheerios® for everyone.



Cheerios®



Honey Nut Cheerios®



Multi Grain Cheerios®



Apple Cinnamon
Cheerios®



Banana Nut Cheerios®



Chocolate Cheerios®



Dulce de Leche Cheerios®



Multi Grain Cheerios®
Peanut Butter



Cinnamon Burst Cheerios®



Frosted Cheerios®

EXAMPLES OF “EXECUTIONS” BASED ON A CREATIVE BRIEF

ZIPCAR CREATIVE BRIEF:

#1 What is the single most important objective of our communications?

Get people to think they might not need to own their own car

#2 Who is our most important audience?

City people with cars who walk to work

#3 What is the most important audience benefit?

No hassle and expense of a car.

#4 Why should they believe this?

You can rent nearby by the hour

#5 What is the biggest obstacle?

New concept

#6 The most important message?

Wheels when you want them

#7 What do we want the audience to do?

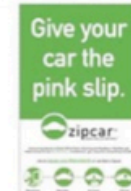
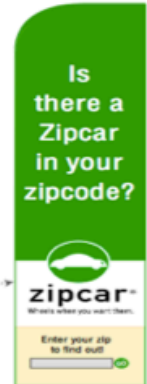
Get people to check to see if there is one in their neighborhood.

#8 How will we know if we are successful?

Memberships



Drive in the happy lane...



http://earthadvertising.com/samples/zipcar/zip02_120x600.swf

http://earthadvertising.com/samples/zipcar/zip02_EyeBlaster01.swf

http://earthadvertising.com/samples/zipcar/zip02_728x90.swf



STONYFIELD ORGANIC CREATIVE BRIEF:

#1 What is the single most important objective of our communications?

Organic is healthier for people and planet

#2 Who is our most important audience?

Moms - shoppers

#3 What is the most important audience benefit?

Health

#4 Why should they believe this?

Healthy cows make healthy milk

#5 What is the biggest obstacle?

Confidence in our food system

#6 The most important message?

No hormones, antibiotics and pesticides

#7 What do we want the audience to do?

Try it

#8 How will we know if we are successful?

Sales



LET'S DO A



Climate Literacy Network
Working Towards a Sustainable Future

CREATIVE BRIEF




**#1. WHAT IS THE
SINGLE MOST
IMPORTANT
OBJECTIVE OF OUR
COMMUNICATIONS?**

For example....

AGREE THAT WE ARE
AFFECTING
OUR CLIMATE
NEGATIVELY





**#2. WHO IS OUR
MOST IMPORTANT
AUDIENCE?**

Audience choices

a.



Intellectuals, thought leaders, press, who will spread the message to “apathies” to convert them to action, and build momentum (ignoring the non-believers.)

b.

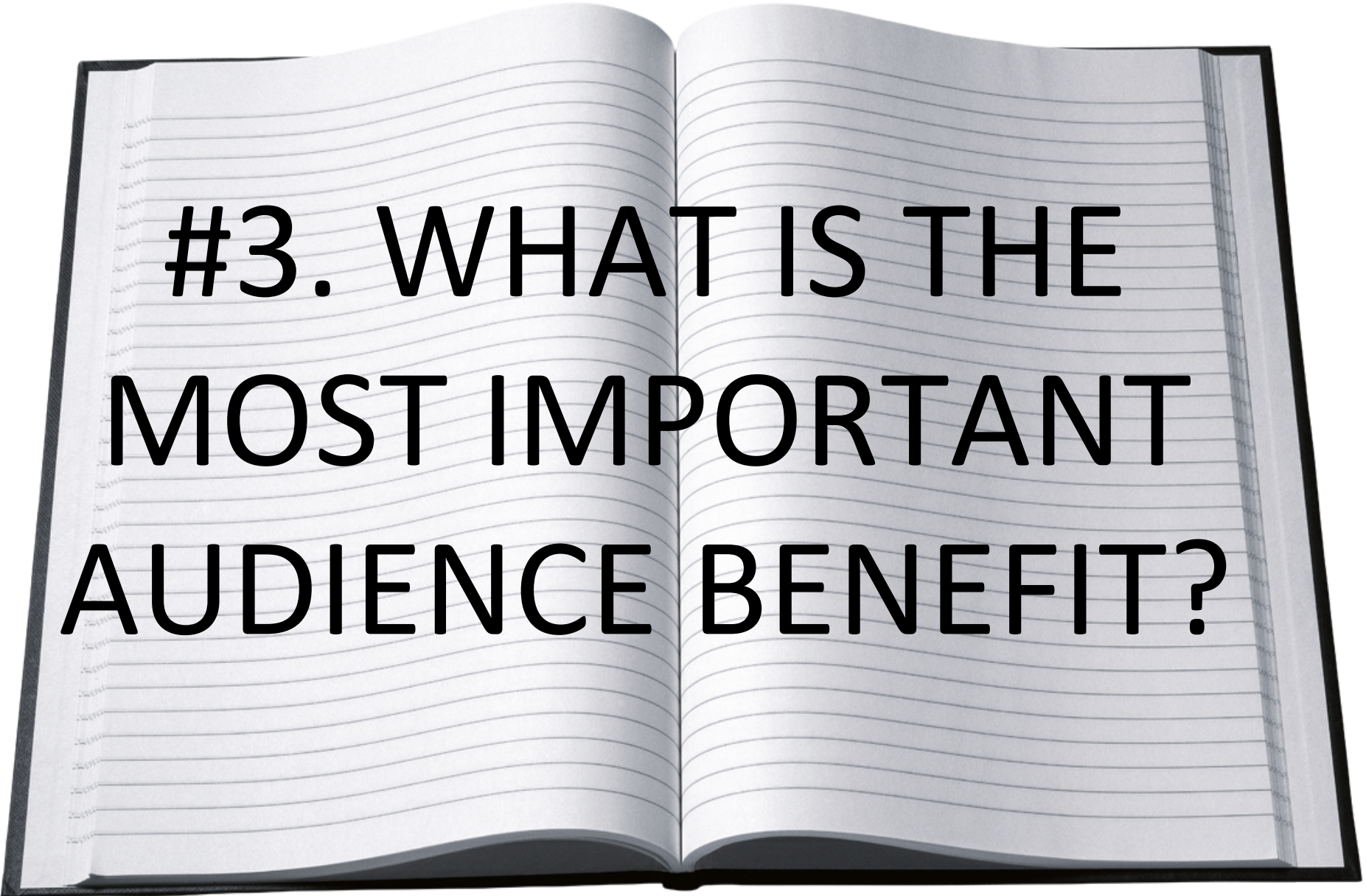


People who are:

- uneducated
- non-believers
- creationists

b. Let's choose B

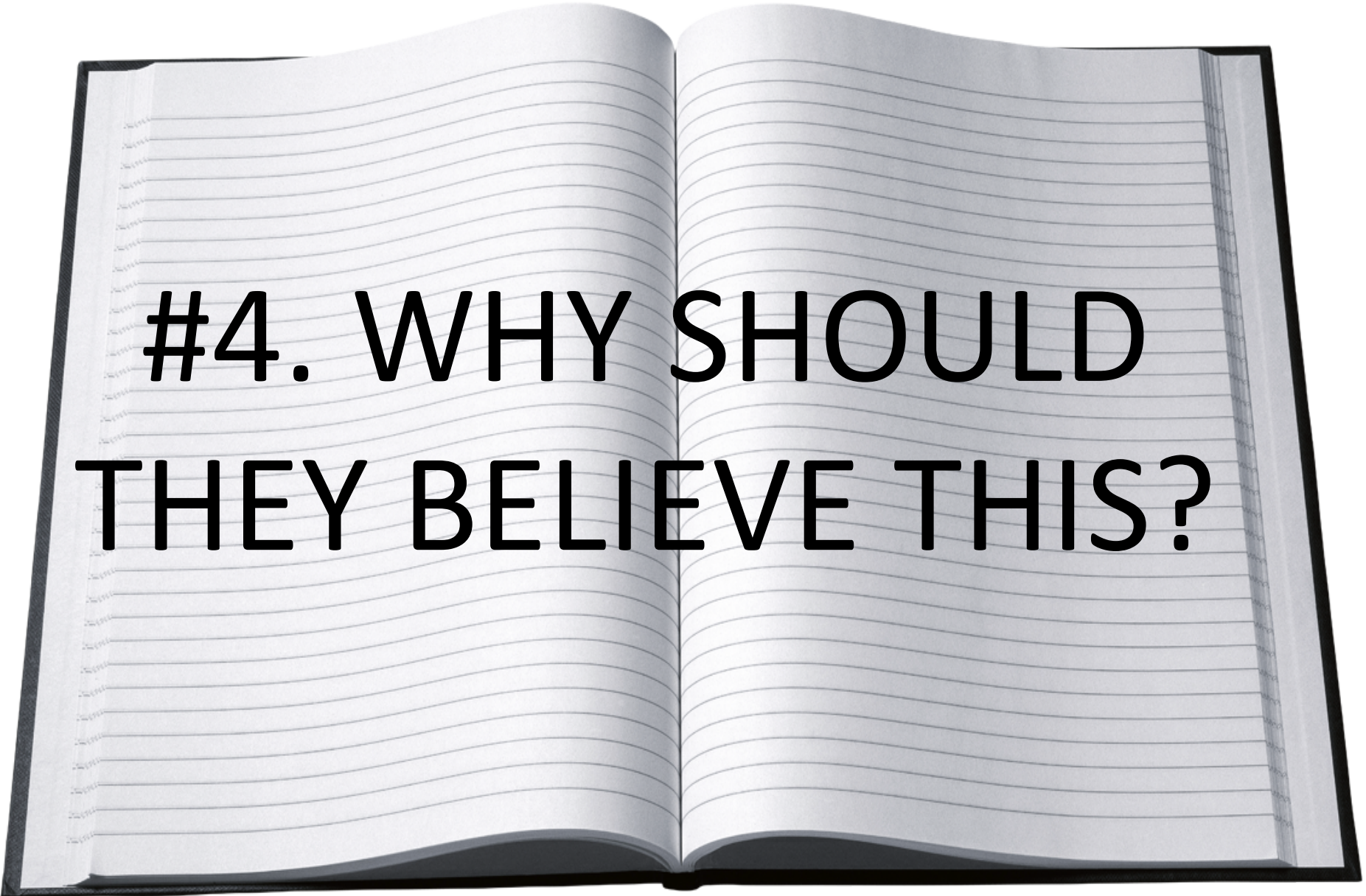
- Uneducated
- Non-believers
- Creationists/ anti-scientists



**#3. WHAT IS THE
MOST IMPORTANT
AUDIENCE BENEFIT?**

how about...

“Be smarter than
your friends”



**#4. WHY SHOULD
THEY BELIEVE THIS?**

WE CAN NOW
TRACE
POLLUTANTS TO
THEIR SOURCE



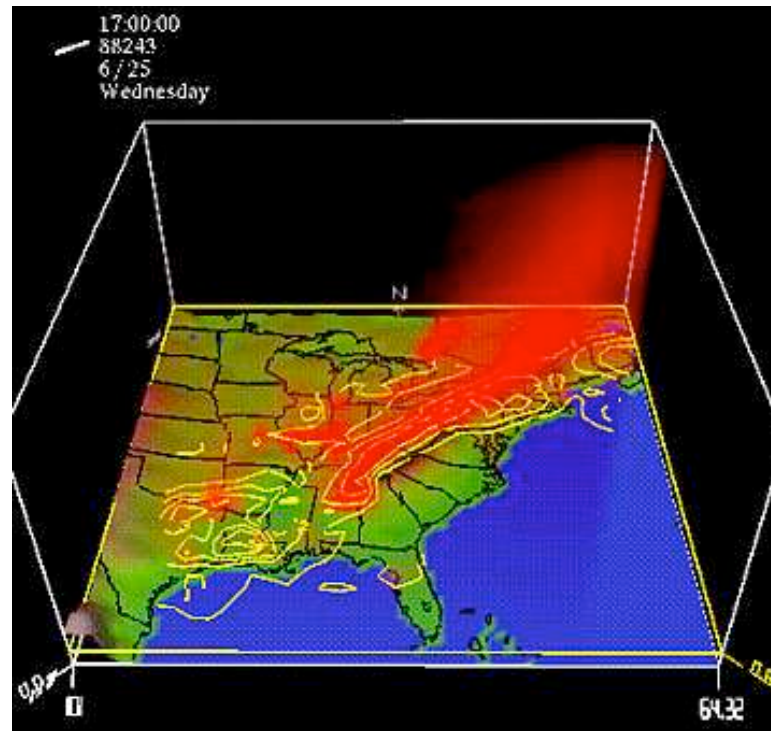
**#5. WHAT IS THE
BIGGEST OBSTACLE?**

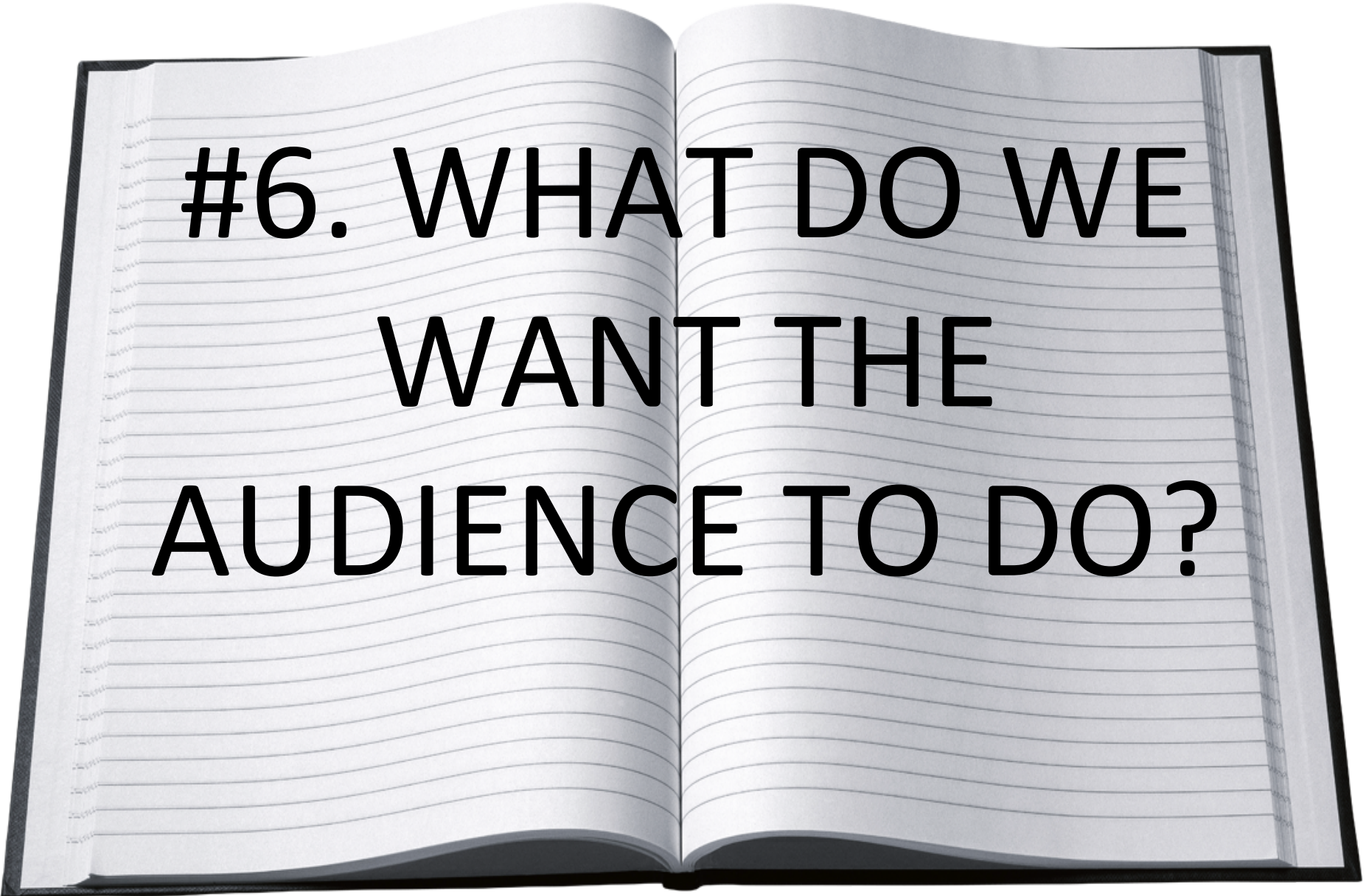
- a. MEDIA \$ POWER
SAYING OTHERWISE
- b. GUILT AND NEGATIVITY
- c. CHANGE OF LIFESTYLE
- d. GOD has the answer



#5. THE MOST IMPORTANT MESSAGE?

WHO DUNNIT?

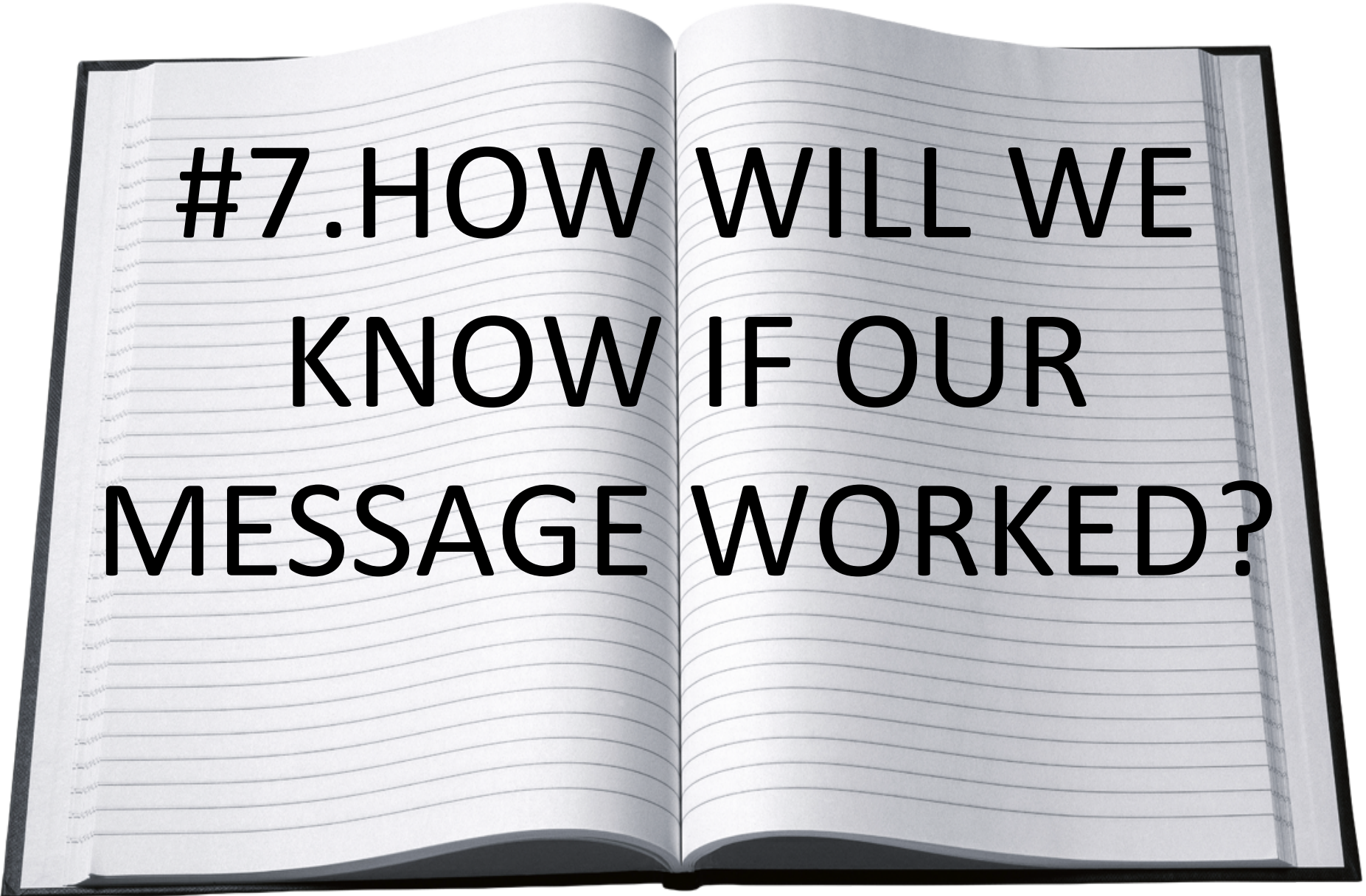




**#6. WHAT DO WE
WANT THE
AUDIENCE TO DO?**

CHOOSE ONE:

- a. FIGHT AGAINST FOSSIL FUEL SUBSIDIES
- b. SPREAD THE WORD
- c. REDUCE THEIR EMISSIONS
- d. CONSCIOUSLY CONSUME
- e. WHISTLE BLOW



**#7. HOW WILL WE
KNOW IF OUR
MESSAGE WORKED?**

Discussion.

Thank you.

CLN is considering the idea of developing a media campaign. Please contact Tamara if you are interested in working on the Creative Brief, the first and most important phase.



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<http://www.earthadvertising.com/EAabout.html>