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**
#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?
What do we want the audience to do?

EMOTIONALLY ATTACH TO 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.
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

EXAMPLES OF “EXECUTIONS” BASED ON A CREATIVE BRIEF:

Drive in the happy lane...

http://earthandthread.com/samples/zipcar/zip02_129x090.swf
http://earthandthread.com/samples/zipcar/zip02_EyeBlaster01.swf
http://earthandthread.com/samples/zipcar/zip02_72x00.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

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

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

People who are:
- uneducated
- non-believers
- creationists

See” Conscious Consumers in a Nutshell, by Martha Shaw
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?
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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