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SMARTER SOCIAL MEDIA



# The Artificial Creative Brief Process

# The Artificial Creative Brief Process

**The Artificial Creative Brief Process is a framework to build more effective creative briefs utilizing artificial intelligence.**

**This approach can serve both businesses requesting responses from creative briefs, and marketers engaged in creative ideation.**

**In this guide, we'll delve into the purpose of the creative brief, explore how to utilize AI for ideation from it, and demonstrate how to expand on those ideas through curating feedback.**



# What is a Creative Brief?

The creative brief is one of marketing's most widely used tools and a critical part of the creative process. Chances are, the ads you see daily originated from a creative brief at some point.

An effective creative brief converts a marketing task into a succinct summary, providing creative teams with key information to ideate and brainstorm.

Creative briefs, by their nature, aim for simplicity. This is done by condensing important business considerations into a one or two page document.

Used effectively, they kickstart the creative process towards effective marketing and solve real business challenges.



# What is a Creative Brief?

A quick Google search will reveal numerous creative briefs. These generally summarize a marketing objective into a concise one-page document.

These documents are intentionally simple, supplying creative teams with only the most crucial details to encourage creative brainstorming.

## Reebok

### Company Background

Reebok is an American made company that has expanded worldwide. They specialize in sport and lifestyle products. They have a strong heritage and authenticity in sports and fitness. The brand is committed to designing products that reflect creativity and change growth.

### Objective

Create awareness of demo and 25% off discount while removing stigma of men wearing EasyTone.

### Target

- Men
- 35 – 50 years old
- Married with children
- \$70K - \$90K
- Career is very important to them
- They spend a lot of hours at work
- When they aren't working they are spending time with their families
- They like to exercise but there are not enough hours in the day

- No one likes being out of shape but it is hard to stay in shape while managing a career and family life
- They're good employees who work hard and when they get home they work hard to keep their marriage on track and to make sure their kids are growing up properly
- They are definitely not lazy, if they had the time to exercise they would but unfortunately they don't

### Brand Voice

Compassionate/ Understanding

### Insight

Most men like to be in shape but don't have time because of work and family life.

### Single Minded Thought

Reebok EasyTones are for men who don't have enough time in the day to exercise.

### Execution Requirements

Print



CREATIVE BRIEF FOR  
*Quaker Camea*  
THE BEST WAY TO START YOUR DAY.  
By: Rebecca Crigg

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### The Facts



53% of Americans wish they had more time to spend with friends and family.



52% of Americans are affected by fatigue, which reduces productivity.



89% of Americans turn to caffeinated drinks when they feel tired or sleepy.

### THE PROBLEM

Quaker Oatmeal sales go down because people don't take time for breakfast or grab it on the go.

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### The Big Picture

These days our lives are busier than ever, so have to juggle work, family and friends and on top of all we spend a growing amount of time on social media. The problem is we are lacking the energy to do everything that matters to us.

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### THE OBJECTIVE

Increase Quaker Oatmeal sales.

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### BENEFITS OF EATING HIGH ENERGY BREAKFAST LIKE OATMEAL

- Improves concentration and performance
- Gives more strength and endurance

### 93% OF AMERICANS THINK THAT BREAKFAST IS IMPORTANT BUT 56% SKIP BREAKFAST EVERYDAY!

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### THE GUIDLINE

→ The challenge

Convince people to take the time to have breakfast, because it will help them stay more active than coffee or energy drink.

→ What do they think?

 I don't have the time to do everything. I need more hours in my day.

→ What should they think?

It's not a matter of time but energy.

→ Why believe us?

Because they are not alone. Half of the U.S. suffers from chronic fatigue.

→ The cultural tension

Time is money, don't waste it.

→ The cultural arena for conversation

 Procrastination please  
#Ireal\_need\_energy

→ The spark

Having more energy. For the important stuff, and being happier.



CREATIVE BRIEF FOR  
**NIKE**

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CLIENT: **Lesley Kavanagh**  
lesley.kavanagh@nike.com

PREPARED BY: **Gwill Harris**  
gwillharris@ntal.com

### THE PROBLEM

After controversial investigations looking into the welfare of factory employees large amounts of the public are questioning NIKE's ethics and the policies in place to look after the workers at the bottom. This problem has resulted in customers choosing to go to competitors in the market and the NIKE name has become tarnished.

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### THE FACTS

Where are the majority of the factories?

**25%**

CHINA

**10%**

VIETNAM

**9%**

USA

### THE BIG PICTURE

As NIKE has developed as a brand over the years there have been a number of policies and CODE's in place to look after employees in all areas. One of NIKE's responsibilities as a global company is to play a role in bringing positive, systematic change for workers within the supply chain. NIKE has put in place a team specializing and focussing on the behaviour of contracted factories in countries such as China and Vietnam. They visit the factories and check if the contracted factory owners are complying to NIKE's Code of Conduct. The problem in the past has come from the negligence of the contractors and NOT from NIKE itself.

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### THE OBJECTIVE

The aim of the campaign is to present the counter argument that NIKE do look after the employees contracted to factories which produce NIKE merchandise. This will be done through the "NIKE DO" campaign. The campaign will be a film or animation which can be used for television advertising and for the brands official website. The film or animation will briefly and clearly explain the policies and Code of Conduct in place to make sure that employees in all areas of manufacturing are looked after to their best interest. It will also give a short introduction to the brand, where the majority of factories are located and the benefits in place for the employees who produce NIKE merchandise.

The film or animation will be made using Adobe After Effects or Premiere Pro and the colour scheme required is presented in this Creative Brief: WHITE, BLACK & ORANGE. The typeface used will be Futura Condensed Medium or Futura Condensed Extra Bold. The film or animation will be no longer than two minutes long and will fade to the campaign name "NIKE DO" and then the NIKE logo.

### THE TARGET AUDIENCE

The campaign will target a wide range of audiences, preferably from the ages of 16-50. The film or animation will be easy on the eye and will present the information as clearly as possible. The aim is to change the belief of people with the opinion that NIKE do not treat factory employees correctly, and to reassure loyal customers that NIKE is a respectable brand and abides to all international policies and laws.

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#NIKE DO.

The AI Customer Persona Framework

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# Generative AI and the Creative Process

**Generative AI has paved the way for a new era of artificially generated ideas, surprising marketers with their ability to generate marketing concepts from simple prompts.**

**Although the technology shows tremendous potential, it's widely agreed that AI-driven ideas lack the creativity of experienced professionals.**

**Marketers remain in control of the creative process, particularly when it comes to the development of in-depth ideas and campaigns.**



# AI and Human Feedback

**While the creativity of AI cannot rival that of a seasoned marketing professional, the speed with which these tools can churn out ideas is undeniable.**

**With a well-crafted prompt, AI platforms can immediately analyze creative briefs and offer ideas.**

**While these ideas may lack the grasp of a client's brand and objectives necessary for market ready content, they still can offer immense value.**

**These ideas can serve as a powerful starting point for creative ideation, replacing the traditional blank canvas approach that was common before the introduction of generative AI**



# AI and Human Feedback

In the following process, we will demonstrate how to use ChatGPT to generate ideas from a creative brief. We will then demonstrate how to provide feedback to iterate on those ideas and improve them. The result is a set of contextual ideas that can either replace or enrich the creative brief response.

Steps for this process can be gathered by using [this included guide](#).



# Step 1: Obtain or Write Your Creative Brief <sup>8</sup>

Creative briefs can have a variety of elements, however, for this process, we recommend the following key features and elements:

Section	Description
<b>Title</b>	Determine a concise title encapsulating the project's essence and goals.
<b>Background</b>	Summarize the project's/company's context, considering its history, market, competition, and the necessity of the project.
<b>Objective</b>	Identify the main project goals and their potential impact on the audience.
<b>Audience</b>	Define the target audience based on their characteristics, preferences, and needs.
<b>Message</b>	Develop a unique core message or value proposition for the audience to remember.
<b>Scope</b>	Identify required assets and channels for the project's deliverables/components.
<b>Style</b>	Define a tone and style that will resonate with the target audience.
<b>Unique Selling Points</b>	Identify key differentiators of the product/service making it stand out.
<b>Mandatory Elements</b>	Include any required elements like branding guidelines or legal requirements.
<b>Budget &amp; Resources</b>	Detail the budget and resources, keeping any constraints or limitations in mind.
<b>Timeline &amp; Deadlines</b>	Establish key project milestones, interim deadlines, and the completion date.



# Step 1: Obtain or Write Your Creative Brief<sup>9</sup>

For the purposes of this guide, we have prepared a sample creative brief for an influencer marketing campaign promoting a new line of sustainable baby clothing:

Section	Description
<b>Title</b>	Mommy Influencers for Tiny Comforts Campaign
<b>Background</b>	Baby and toddler clothing brand "Tiny Comforts" is launching a new line of simple, comfortable, and sustainable clothing staples for young children. To reach their target audience, the brand wants to partner with influential mothers on social media.
<b>Objective</b>	Identify and collaborate with influential mothers to promote the new "Tiny Comforts" clothing line, increase brand awareness among the target audience, and drive sales.
<b>Audience</b>	Mothers aged 25-40, who value sustainability, comfort, and minimalist design in children's clothing, and are active on social media platforms (e.g., Instagram, TikTok, and YouTube).
<b>Message</b>	Discover the ultimate comfort and sustainability for your little ones with Tiny Comforts – a clothing line designed for modern moms who care about the environment and their children's well-being.
<b>Scope</b>	Influencer identification, outreach, collaboration agreements, content guidelines, tracking and reporting of influencer campaign performance.
<b>Style</b>	Authentic, relatable, and family-focused. Share personal experiences and emphasize the emotional connection between parents and their children.
<b>Unique Selling Points</b>	Sustainable materials, minimalist design, comfort-focused, easy-care, and versatile clothing pieces that grow with your child.
<b>Mandatory Elements</b>	Company logo, "Tiny Comforts" tagline, "Eco-friendly materials" badge, and unique tracking URLs or promo codes for each influencer.
<b>Budget &amp; Resources</b>	Budget: \$15,000 (includes influencer fees, product samples, and additional marketing expenses); Resources: marketing team, influencer partnerships, and social media platforms.
<b>Timeline &amp; Deadlines</b>	Influencer identification and outreach: 2 weeks; Content creation and collaboration: 1 month; Campaign launch: Month 2; Campaign duration: 3 months.

# Step 2: Prompt for Ideas

Using your completed creative brief and the following prompt, ChatGPT will offer initial creative ideas. The ideas are surprisingly detailed and diverse. While not all of these are useful, there are certainly some powerful ideas within.

## Prompt:

*Generate 10 creative ideas based on the creative brief I have pasted below. For each concept, provide a headline, a brief description, and a prompt to use with an image generator to develop a visual representation of the ideas. Please present the concepts in a table format.*

*Table is below [insert table]*

#	Headline	Description	Image Prompt
1.	"Embrace Mother Earth with Every Hug"	Influencers sharing heartwarming moments while hugging their children wearing Tiny Comforts clothing. Promotes the message of embracing sustainability and comfort.	"Mother hugging child, both wearing minimalist, eco-friendly clothing, with the Tiny Comforts logo subtly displayed."
2.	"Grow with Tiny Comforts"	Show influencers' children wearing Tiny Comforts clothing over time, showcasing the versatility and durability of the clothes.	"Sequence of photos showing a toddler growing and wearing the same Tiny Comforts outfit over time."
3.	"Mommy-and-Me Minimalism"	Influencers and their children wearing matching Tiny Comforts outfits, emphasizing the minimalist and stylish designs.	"Mother and child wearing matching minimalist Tiny Comforts outfits, laughing and enjoying a moment together."
4.	"Stories of Comfort"	Influencers sharing personal stories related to the comfort and ease-of-care of Tiny Comforts clothing.	"Mother reading a book to her child, both wearing Tiny Comforts clothes, with a warm, comfortable atmosphere."
5.	"A Day in the Life with Tiny Comforts"	Influencers showcasing a day in their life with their children wearing Tiny Comforts, underlining the practicality and versatility.	"Series of images documenting a day in the life of a mother, with her child wearing Tiny Comforts clothing in various activities."

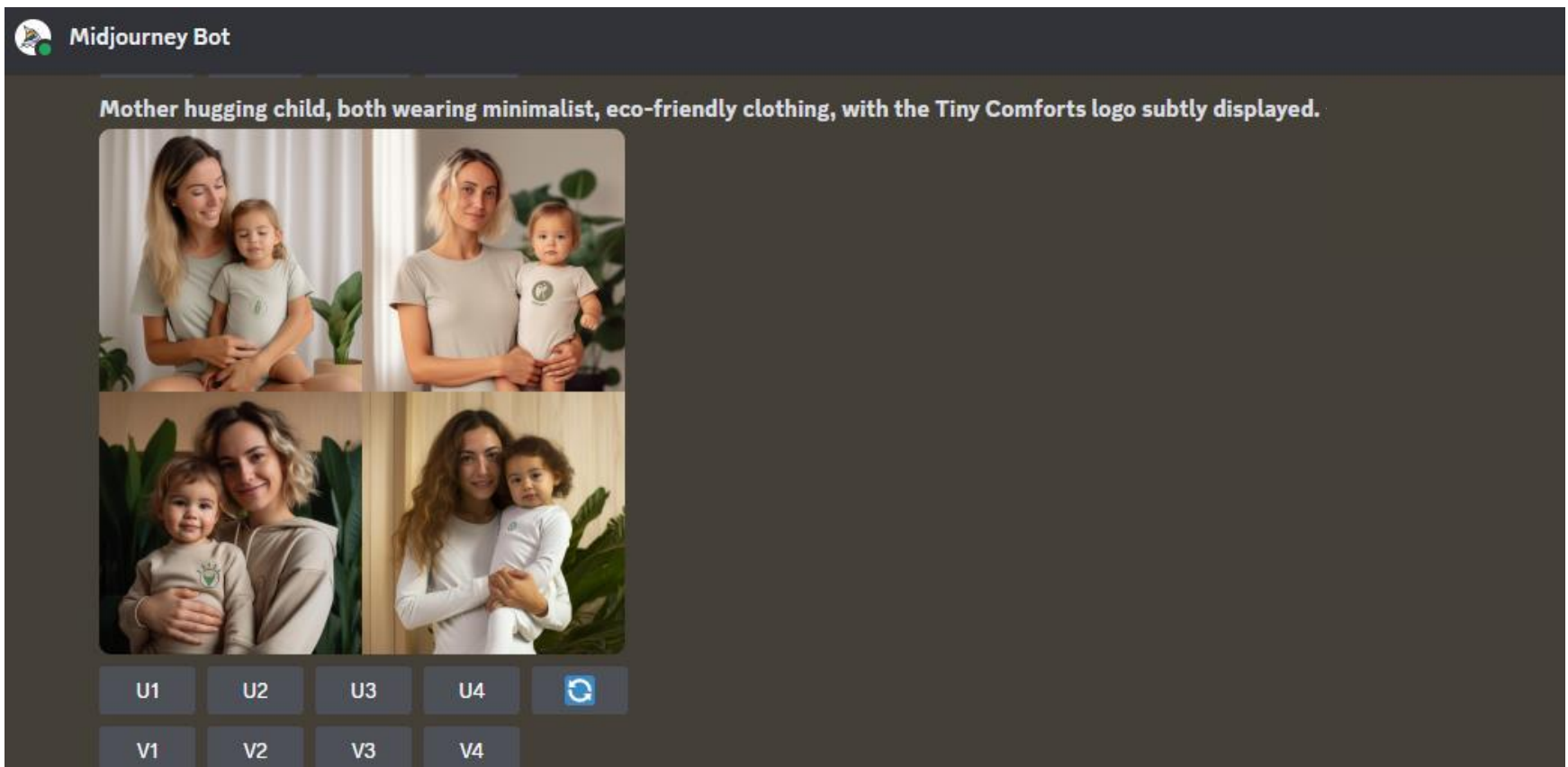
# Step 3: Move Ideas into Google Sheets

Copy and paste your AI generated creative ideas into the provided Google sheets template:

#	Headline	Description	Image Prompt
1	Embrace Mother Earth with Every Hug	Influencers sharing heartwarming moments while hugging their children wearing Tiny Comforts clothing. Promotes the message of embracing sustainability and comfort.	Mother hugging child, both wearing minimalist, eco-friendly clothing, with the Tiny Comforts logo subtly displayed.
2	Grow with Tiny Comforts	Show influencers' children wearing Tiny Comforts clothing over time, showcasing the versatility and durability of the clothes.	Sequence of photos showing a toddler growing and wearing the same Tiny Comforts outfit over time.
3	Mommy-and-Me Minimalism	Influencers and their children wearing matching Tiny Comforts outfits, emphasizing the minimalist and stylish designs.	Mother and child wearing matching minimalist Tiny Comforts outfits, laughing and enjoying a moment together.
4	Stories of Comfort	Influencers sharing personal stories related to the comfort and ease-of-care of Tiny Comforts clothing.	Mother reading a book to her child, both wearing Tiny Comforts clothes, with a warm, comfortable atmosphere.
5	A Day in the Life with Tiny Comforts	Influencers showcasing a day in their life with their children wearing Tiny Comforts, underlining the practicality and versatility.	Series of images documenting a day in the life of a mother, with her child wearing Tiny Comforts clothing in various activities.
6	Tiny Comforts' Big Steps for Sustainability	Highlight influencers' commitment to sustainable practices by choosing Tiny Comforts for their children.	Mother teaching her child about recycling, while both are wearing Tiny Comforts clothing. Tiny Comforts eco-friendly badge clearly displayed.
7	Unboxing Comfort	Influencers unboxing Tiny Comforts packages, emphasizing the excitement and anticipation of receiving new, sustainable clothes.	Mother and child joyfully unboxing a package with the Tiny Comforts logo on it.
8	Behind the Threads	Influencers share details about the sustainable materials and manufacturing process of Tiny Comforts, educating their audience on the brand's commitment.	Close-up shot of a Tiny Comforts garment with a focus on the texture and quality, with the mother narrating the story in the background.
9	Comfy Conversations	Live Q&A sessions with influencers about their experiences with Tiny Comforts, fostering a sense of community and engagement.	Mother sitting with her child, both wearing Tiny Comforts outfits, ready for a live Q&A session on social media.
10	Sustainable Style Challenges	Influencers participate in a styling challenge, combining Tiny Comforts pieces in different ways to showcase versatility and inspire their followers.	Mother and child posing in various stylish and creative outfits using Tiny Comforts clothes.

# Step 4: Visualize Your Ideas

Use the provided image prompts in an AI image generator like Dalle-E or Midjourney to create a visual representation of the idea










# Step 5: Add Visuals to Spreadsheet






Curate your visuals or adapt with new prompts to find an image that accurately reflects the creative idea.

Add these to the provided spreadsheet for a simple view to quickly compare and contrast the ideas.

Image	Headline	Description
	Embrace Mother Earth with Every Hug	Influencers sharing heartwarming moments while hugging their children wearing Tiny Comforts clothing. Promotes the message of embracing sustainability and comfort.
	Grow with Tiny Comforts	Show influencers' children wearing Tiny Comforts clothing over time, showcasing the versatility and durability of the clothes.
	Mommy-and-Me Minimalism	Influencers and their children wearing matching Tiny Comforts outfits, emphasizing the minimalist and stylish designs.
	Stories of Comfort	Influencers sharing personal stories related to the comfort and ease-of-care of Tiny Comforts clothing.
	A Day in the Life with Tiny Comforts	Influencers showcasing a day in their life with their children wearing Tiny Comforts, underlining the practicality and versatility.

# Step 6: Capture Feedback

Now things get interesting. Don't just take the ideas at face value, but evaluate them based on key factors. We've ranked ideas below based on originality, brand relevance, and engagement potential, providing feedback for each. Feedback can be gathered in group sessions or crowdsourced through a Google Form.

Image	Headline	Description	Overall Score (1-5)	Originality (1-5)	Relevance to Brand (1-5)	Engagement Potential (1-5)	Feedback / Suggestions
	Sustainable Style Challenges	Influencers participate in a styling challenge, combining Tiny Comforts pieces in different ways to showcase versatility and inspire their followers.	5.0	5	5	5	A highly original and engaging concept that perfectly highlights the brand's USPs and invites audience participation.
	Tiny Comforts' Big Steps for Sustainability	Highlight influencers' commitment to sustainable practices by choosing Tiny Comforts for their children.	4.7	5	5	4	This concept stands out for its originality and strong alignment with the brand's sustainability ethos.
	Comfy Conversations	Live Q&A sessions with influencers about their experiences with Tiny Comforts, fostering a sense of community and engagement.	4.7	4	5	5	Live Q&A sessions are engaging and provide real-time interaction with the audience, driving the sense of community.
	Embrace Mother Earth with Every Hug	Influencers sharing heartwarming moments while hugging their children wearing Tiny Comforts clothing. Promotes the message of embracing sustainability and comfort.	4.3	4	5	4	Strong emotional appeal aligns well with brand message; it's a unique and touching approach that could foster community interaction.
	Mommy-and-Me Minimalism	Influencers and their children wearing matching Tiny Comforts outfits, emphasizing the minimalist and stylish designs.	4.3	4	4	5	It's a trendy approach that will resonate with the target audience, promoting engagement and a sense of belonging.

# Step 7: Iterate on Feedback

With feedback collected, ChatGPT has powerful context to further ideate. These ideas can now be iterated for new and better ideas in a repeated cycle.

## Prompt:

*Below are a set of ideas based off the creative brief which has been outlined below. These have been ranked by key factors with key feedback to determine the idea's overall strength: [insert feedback table]. For context, these ideas were built off the following creative brief: [insert brief]. Based on the feedback and brief, I'd like for you to suggest 10 new creative ideas. For each concept, provide a headline, a brief description, and the reason why this ideas was suggested based on the feedback. Include the campaign ideas it builds off of in the column which includes the reason. Present the concepts in a table format.*

Headline	Description	Suggestion Reason
<b>Cozy Comfort Chronicles</b>	Influencers sharing vlogs or blog posts documenting their journey towards more sustainable living with Tiny Comforts products.	Builds on "A Day in the Life with Tiny Comforts". It adds an original sustainability narrative, creating a strong connection with the brand's ethos and increasing engagement potential.
<b>Little Fashionistas' Sustainability Week</b>	Influencers' children participate in a week-long fashion show with Tiny Comforts outfits, demonstrating the style and versatility of the clothes.	Expands on "Sustainable Style Challenges". This idea introduces a time-bounded event that encourages audience anticipation and engagement.
<b>Tiny Comforts: Caring for Our Future</b>	Influencers sharing their children's reactions to wearing Tiny Comforts clothes, emphasizing the children's comfort and happiness.	Similar to "Embrace Mother Earth with Every Hug", but focuses on children's reactions and experiences which adds a layer of authenticity and increases the emotional appeal.
<b>Crafts with Tiny Comforts</b>	Influencers creating DIY crafts using Tiny Comforts clothing tags or packaging to highlight the brand's commitment to sustainability.	This is a novel concept that builds on the "Tiny Comforts' Big Steps for Sustainability". It promotes brand interaction and brings attention to the brand's eco-friendly materials.
<b>The Art of Layering with Tiny Comforts</b>	Influencers creating content around layering different Tiny Comforts clothing items, showcasing their versatility and style.	This is an engaging, original concept that shows off the brand's minimalistic, versatile designs, building off "Mommy-and-Me Minimalism".

# Step 8: Use Feedback to Strengthen Brief

The ranked ideas can also serve as a powerful basis to identify the features that will define an effective response to a creative brief. In the following prompt, the feedback document and context from the brief is used to define a succinct list of Do's and Don'ts to consider in the creative process.

## Prompt:

*Below are a set of ideas based off the creative brief which has been outlined below. These have been ranked by key factors with key feedback to determine the idea's overall strength: [insert feedback table]. For context, these ideas were built off the following creative brief: [insert brief]. Based on the feedback and brief, I'd like for you to break down a set of succinct bullet point learnings, structured as a set of do's and don'ts for my creative team. Within this list, site specific examples and feedback from the brief and feedback document.*

### Do's

1. **Do engage influencers authentically:** Authenticity is crucial for successful influencer partnerships. For example, in the "Comfy Conversations" idea, live Q&A sessions with influencers can provide real-time interaction with the audience and foster a sense of community.
2. **Do use storytelling:** Share heartwarming or personal stories related to the comfort and ease-of-care of Tiny Comforts clothing to engage the audience. For instance, the "Embrace Mother Earth with Every Hug" concept uses an emotional appeal which aligns well with the brand message.
3. **Do highlight sustainability:** This is a major unique selling point for the brand. Ideas like "Tiny Comforts' Big Steps for Sustainability" and "Behind the Threads" emphasize the brand's commitment to sustainable practices.
4. **Do show versatility and practicality:** The "Sustainable Style Challenges" and "A Day in the Life with Tiny Comforts" ideas demonstrate the versatility and practicality of the clothes, which are essential aspects of the brand.
5. **Do create a sense of community:** Incorporate ideas that foster a sense of belonging and community. This is seen in concepts such as "Mommy-and-Me Minimalism" and "Comfy Conversations."

### Don'ts

1. **Don't neglect the brand's core values:** Any content should uphold the brand's values of comfort, sustainability, and minimalist design.
2. **Don't ignore the emotional connection:** While promoting the product, do not forget to emphasize the emotional connection between parents and their children. This can be seen in ideas like "Embrace Mother Earth with Every Hug."
3. **Don't forget the mandatory elements:** Ensure all influencer content includes the company logo, "Tiny Comforts" tagline, "Eco-friendly materials" badge, and unique tracking URLs or promo codes.
4. **Don't overlook long-term content:** Even though it can be challenging, consider content that shows the durability of the clothes over time, such as the "Grow with Tiny Comforts" concept.
5. **Don't rely solely on common influencer tactics:** While unboxing, for example, is an effective way to generate excitement and engagement, consider incorporating more original and unique ideas into the strategy.

These do's and don'ts provide guidelines that align with the creative brief and feedback. This will help maintain a strong, cohesive influencer campaign that accurately reflects the brand's values and appeals to the target audience.



# Step 9: Other Thought Starters

Using ChatGPT to ideate on the creative brief is a powerful process that can create ideas efficiently. The following are other thoughts starts you can use to take creative ideation even further:

- **Blend Ideas:** Encourage team members to blend aspects of different concepts to create fresh, innovative ideas. By merging various elements from AI generated ideas, you might arrive at a unique, powerful concept.
- **Embrace Feedback Loops:** Establish a system for regular feedback and revision during the ideation phase. This encourages a culture of continuous improvement and allows for fine-tuning of ideas based on both human and AI inputs.
- **Build from Previous Learnings:** Give ChatGPT further context by including ideas and learnings from previous campaigns. Use the provided process and prompts as a basis for this process but fine tune it to what works for you.
- **Save Feedback for Future Campaigns:** Save feedback documents and learnings (such as the list of Do's and Don'ts) to contextualize future creative briefs and brainstorming sessions

# In Summary

Creative ideation is an extremely subjective process which varies by person and company. While AI may not be as creative as a seasoned professional, the ideas it offers are undeniably valuable as thought starters when given the appropriate context and feedback.

This approach uses ChatGPT to gather initial ideas from a creative brief and a framework to build upon those ideas by curating feedback. The result is a more well-defined creative brief and clear definition of the ideas which define an effective response.



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Thank you.

## CONTACT INFO

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