

@deanoj312

CREATIVE STRATEGY AND THE BUSINESS OF DESIGN

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ALLOWS YOU TO VISUALLY CONNECT PARTS...

CREATIVE STRATEGY FRAMEWORK

THREADS IN YOUR FRAMEWORK

THREADS ARE NOT IDEAS - ITS A STARTING POINT TO BUILD CONCEPTS & VISUAL DIRECTIONS

IT ENSURES ALL IDEAS - USE THE RELEVANT INFO & GOALS.

TARGET

CAREFUL! DON'T DRILL DOWN TOO FAR & MISS TOO MANY TESTS!
TARGET A PERSON NOT A PROFESSION.
LIST PEOPLE WHO EXHIBIT BEHAVIORS NOT JOB TITLES.

DON'T FORGET TO CONSIDER B2C & B2B OPTIONS

REMEMBER...

JUST BECAUSE YOU ARE WORKING ON A PROJECT DOESN'T MEAN THAT IS ALL YOU THINK

FACTS

BE SURE THIS COLUMN IS FILLED WITH REAL FACTS THAT YOU CAN BUILD IDEAS AROUND.

THINK ABOUT YOUR OBJECTIVES HOW TO ADDRESS THESE NEEDS & PROBLEMS ARE THEY

ALLOW DISCUSSION & DIFFERENT VIEW POINTS ON HOW TO BEST MEET CLIENT OBJECTIVES

DON'T LET IN RUIN YOUR *Flow* ASK WHY? OR WHY NOT? THEN MOVE ON...

FEATURES & BENEFITS

STATE YOUR BENEFIT IN SIMPLE TERMS YOU ARE NOT THINKING WHY!
ENSURE EACH FEATURE IS A REAL ONE!
ENSURE YOUR POSITIVES ARE OF BENEFITS & VICE VERSA.

REMEMBER...

FEATURES ARE NORMALLY PHYSICAL CHARACTERISTICS
BENEFITS ARE OFTEN INTANGIBLE RESULTS OF THAT PHYSICAL FEATURE

OBJECTIVES OR MESSAGES

OBJECTIVES ARE VERBS AND CONNECT TO A TARGET
HOW WOULD YOU LIKE TO MOVE THE NEEDLE?

WHAT KIND OF SOLUTION? HOW MANY OPTIONS ARE NEEDED?

BE STRATEGIC. ALLOW THE RESEARCH TO LEAD THE SOLUTIONS BE SPECIFIC

WRITE WHAT TRIGGERS THE POINTS ARE - NOT BODY COPY OR HEADLINES.

YOU CAN CLEAN UP MORE THAN ONCE - IF DEBATING JOB REVIEW AGAIN ANOTHER TIMES.

P.A.R.T TWELVE

INSPIRE CREATIVE BUSINESS SOLUTIONS.



SOLUTIONS

SAY IT STRAIGHT, THOSE ARE IT GREAT!

@adrijan