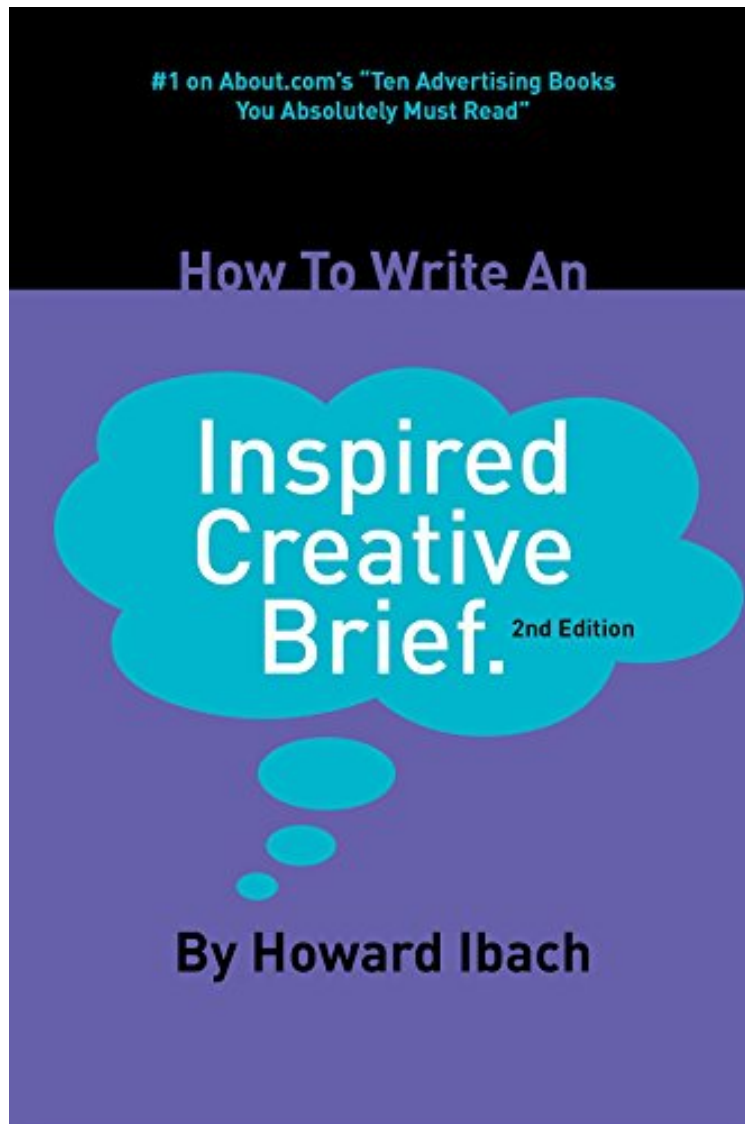


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How To Write An Inspired Creative Brief: 2nd Edition

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Howard Ibach : How To Write An Inspired Creative Brief: 2nd Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised How To Write An Inspired Creative Brief: 2nd Edition:

0 of 0 people found the following review helpful. Overall it gives great detail and it's awesome for people new to writing ...By CustomerI would give the book 5 stars but I felt something was missing after finishing it. It definitely helped a ton and I would recommend getting it if you are just getting in to advertising. If you are already in the field you probably don't need this book unless your business isn't doing well then maybe you should read it. Overall it gives great detail and it's awesome for people new to writing briefs. The only reason I didn't give it 5 stars is because I felt

like I was missing something. I don't know what but the book left me feeling bland. Other than that I highly recommend it to anyone getting in to advertising. 0 of 0 people found the following review helpful. Single-minded Proposition By Andrew Everett In an advertising agency, a creative brief is a set of instructions for the creative team, providing a clear understanding of the communication objectives and expected deliverables. "If you get the brief wrong, the creative work you see at the end of the process, when your team presents it, will also be wrong." Garbage in, garbage out. Howard Ibach explains that the most important sentence in the creative brief is the single-minded proposition, also known as the core thought, key message, key selling proposition, or unique selling proposition. This should be a succinct expression of the most important idea you want to communicate about your product or service. Think of it as a "first ad" (a billboard, headline, or tagline) upon which the creative team will try to improve. The book includes sample briefs and a template with suggested questions that can be adapted to fit the circumstances. "It's not the questions, it's the answers" that matter. The author is an advertising copywriter and it shows in the writing style and layout - short, punchy sentences broken up with lots of white space and graphics. This book is under 100 pages and can be read quickly. 0 of 0 people found the following review helpful. One Star By Mikhail Not deep content and poor quality for this cost.

A graphic textbook that provides a detailed explanation of, and training on how to write, a communications objectives document called the "creative brief." This document is the first step in the creative process used by advertising agencies, in-house creative departments and marketing services companies.