



# Carpenters First: Building an Actionable Creative Brief



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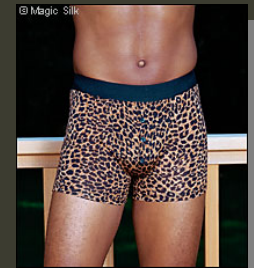
(cameo by Jim Matthews)

by dmg world media





# A CREATIVE WHAT?



# WHAT YOU WON'T LEARN IN THIS SESSION

(aka: managing your expectations)...

- A revolutionary new approach
- How to solve all your marketing problems
- Why ad:tech actually used the term “Cowpathing” in a session description

# WHAT YOU MIGHT LEARN IN THIS SESSION

- How to develop a brief
- What the “nail” is and how it works
- How great strategy can drive great creative
- How I maintain my girlish figure
- Whether or not ad:tech will ever invite me back (after the editorial board sees this presentation) 😊

WHO MADE THESE GUYS THE EXPERTS...

M.E...What?

David who? Jim who?



## OUR JOURNEY TOGETHER...

- The brief in action: Callaway Golf
- Break it down
- Insights from famous campaigns
- What if... **AdvertisingAge.**
- Our responsibility: “TIDE”
- Parting shots & parting gift

# THE BRIEF IN ACTION: CALLAWAY GOLF BALLS

**Situation:** In 1999 Callaway Golf asked MEA to help them launch Callaway golf balls ...

## About Callaway:

- A top 100 world brand
- Largest in golf equipment
- Inventors of the “Big Bertha”

The logo for Callaway Golf, featuring the word "Callaway" in a stylized, cursive font with a registered trademark symbol, and the word "GOLF" in a simple, sans-serif font below it.

# THE BRIEF IN ACTION: CALLAWAY GOLF BALLS

- Golfers buy technology in balls
- Callaway brand known for it
- But....everybody talks about tech.
- So how to differentiate within the sameness?



# THE BRIEF IN ACTION: CALLAWAY GOLF BALLS

Take it over the top!

Technology  
so advanced,  
you won't believe it.



**Tagline:** Hit it. Believe it.

# THE BRIEF IN ACTION: CALLAWAY GOLF BALLS

## *Moon Dust*



# THE BRIEF IN ACTION: CALLAWAY GOLF BALLS

## *Robot Ball*



# THE BRIEF IN ACTION: CALLAWAY GOLF BALLS

## Results

- 12% share in year 1
- Research indicates “ball with highest level of performance technology”
- Today, Callaway is the #2 ball brand behind Titleist



## LETS BREAK IT DOWN

A wise old man once said...



*“Being strategic and being creative means nothing unless you do them together.”*

*-Unknown*

# LETS BREAK IT DOWN

The brief is an exhaustive study of:

- Your market
- Your target audience
- And of course, your brand

# LETS BREAK IT DOWN

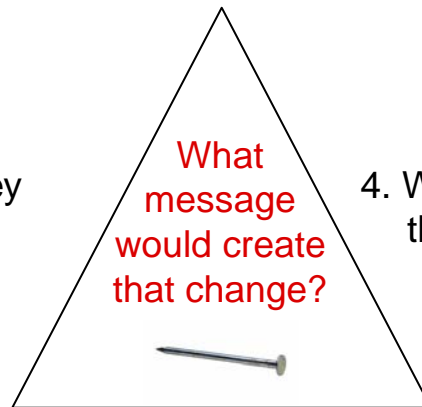
## All hail the brief

1. What are we trying to accomplish?

2. Who are we talking to?

3. What do they think now?

4. What do we want them to think?



5. How does our brand character support this?

6. What "Ammo" do we have

# LETS BREAK IT DOWN

## 1. What are you trying to accomplish?

- A single clear and concise objective that the communications is expected to deliver, e.g.
  - “Generate awareness”
  - “Inspire trial”
  - “Sell Product”
  - etc.

# LETS BREAK IT DOWN

## 1. What are you trying to accomplish?

- *Generate awareness and inspire trial of the new Rule 35 golf ball by Callaway.*

The logo for Callaway Golf, featuring the brand name in a stylized script font with a registered trademark symbol, and the word "GOLF" in a simple, bold, sans-serif font underneath.

# LETS BREAK IT DOWN

## 2. Who are you talking to?

- An extraordinarily clear definition of the target audience:
  - Demographics
  - Psychographics
  - Mediagraphics

# LETS BREAK IT DOWN

## 2. Who are you talking to?

*D: Male, 35 – 64, professional, college graduate or higher, HHI of \$64K – skewing higher, tend to be avid (66 rounds pr. yr.) or core (35) golfers.*

*P: Golf fanatics, travel often on golf vacations, make excuses to golf during work, constantly thinking and working to improve their game, golf is a lifestyle, more than a hobby or sport.*

*M: Likely subscribe to at least one golf publication, frequently watch golf and other sports on TV, likely read a daily newspaper and several business magazines, above average Internet usage.*

The Callaway GOLF logo is displayed in a white rectangular box with a grey drop shadow. The word "Callaway" is written in a black, cursive script font, and the word "GOLF" is written in a black, all-caps, sans-serif font directly below it.

## LETS BREAK IT DOWN

### 3. What do they think now?

- An accepted common belief of the audience as it pertains to the brand or product

“another words, what commonality would the majority claim”

# LETS BREAK IT DOWN

## 3. What do they think now?

- *“A ball is a ball – at least in relation to my swing and clubs. Some brands are better than others and Titleist is probably the best brand. I’m not aware that Callaway sells a golf ball, but if they did I’d expect it to be one of the best and would likely try it.”*



Notice the  
use of  
first person

## LETS BREAK IT DOWN

### 4. What do we want them to think?

- The common belief about the brand they would put forth once exposed to the message

“Now I feel this way”

# LETS BREAK IT DOWN

## 4. What do we want them to think?

- *“Callaway is one of the best and now they have a ball - I’m going to have to try it.”*

Use of first  
person again



## LETS BREAK IT DOWN

### 5. How does our brand character support this?

- Three or four words that capture the essence of the brand personality

## LETS BREAK IT DOWN

### 5. How does our brand character support this?

- *Fun*
- *Genuine*
- *Celebratory*
- *Innovative*
- *Positive*



## LETS BREAK IT DOWN

### 6. What “ammo” do we have?

- The critical information that supports the **nail** and any mandatory items that must be present

# LETS BREAK IT DOWN

## 6. What ammo do we have?

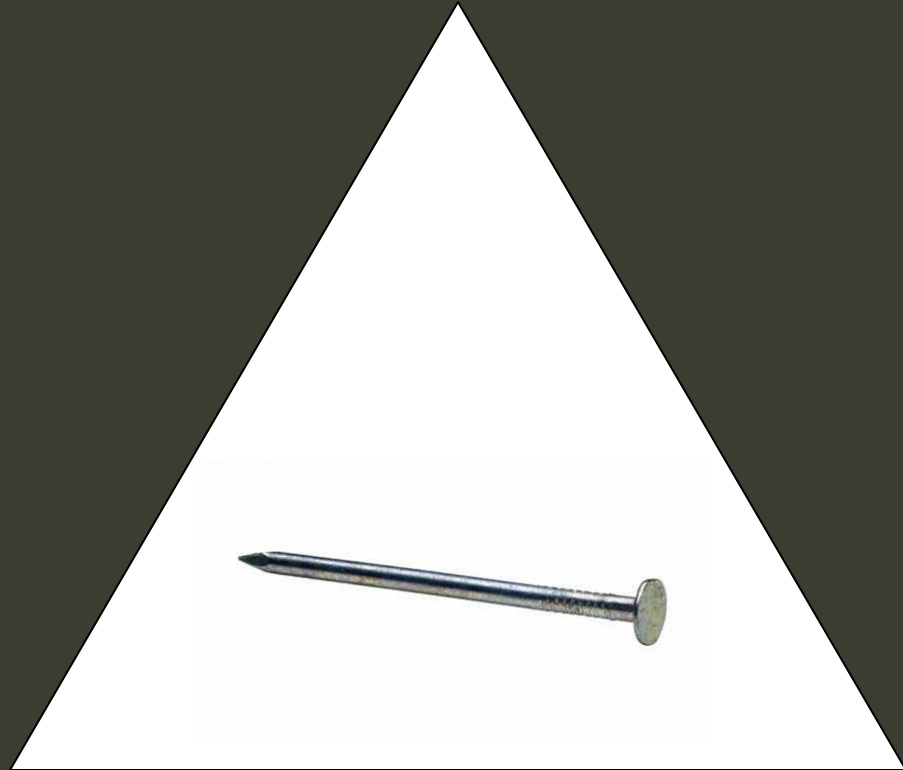
- Callaway's heritage for enhancing golfers' enjoyment of the game.
- Callaway understands golfers and why they love the game.
- A built-from-scratch \$170 million golf ball design and production facility.



## LETS BREAK IT DOWN

And finally, the “nail”

- The promise that bridges the gap in perception
- A single “nail” - logically precise, highly charged in its attack



LETS BREAK IT DOWN

Callaway<sup>®</sup>  
GOLF

Technology  
so advanced,  
you won't believe it.

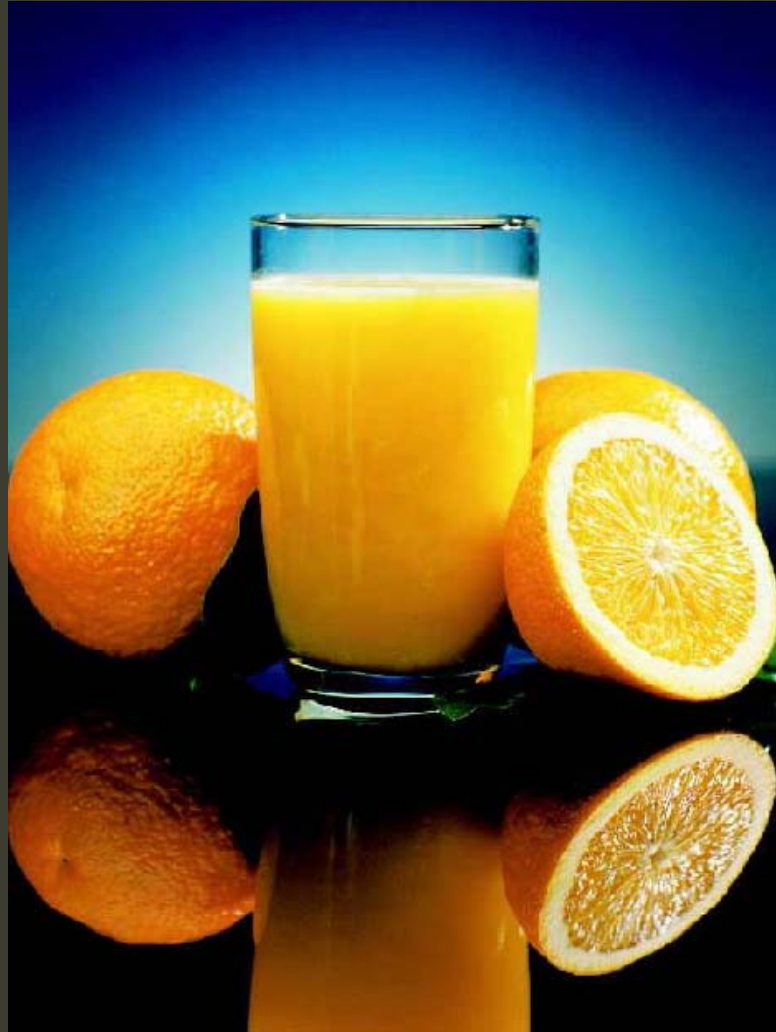


**Tagline:** Hit it. Believe it.



# FAMOUS CAMPAIGNS

Product



# FAMOUS CAMPAIGNS

## Insight

Most people consider orange juice  
“a breakfast food”

# FAMOUS CAMPAIGNS

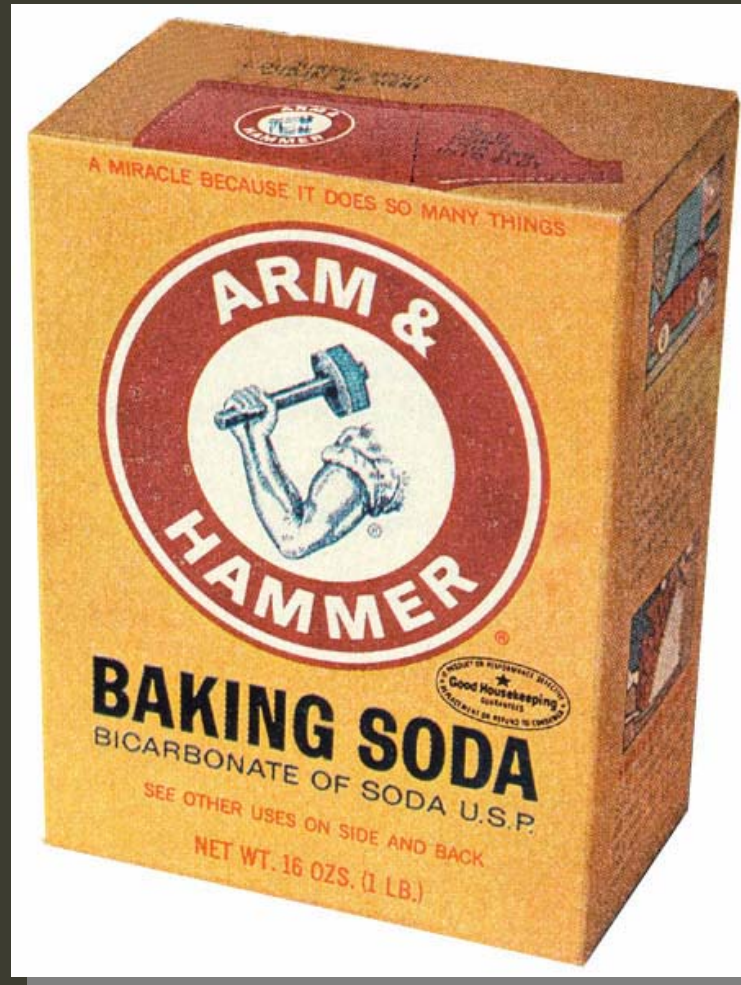
## Campaign

“Orange Juice - It’s not just for breakfast anymore”

(more than doubled orange juice sales)

# FAMOUS CAMPAIGNS

## Product



# FAMOUS CAMPAIGNS

Insight

Baking soda is a natural deodorizer



# FAMOUS CAMPAIGNS

## Campaign

A miracle because it does so many things

(in almost every fridge in America)



# FAMOUS CAMPAIGNS

## Product



# FAMOUS CAMPAIGNS

## Insight

Volvo is the safest car on  
the market.

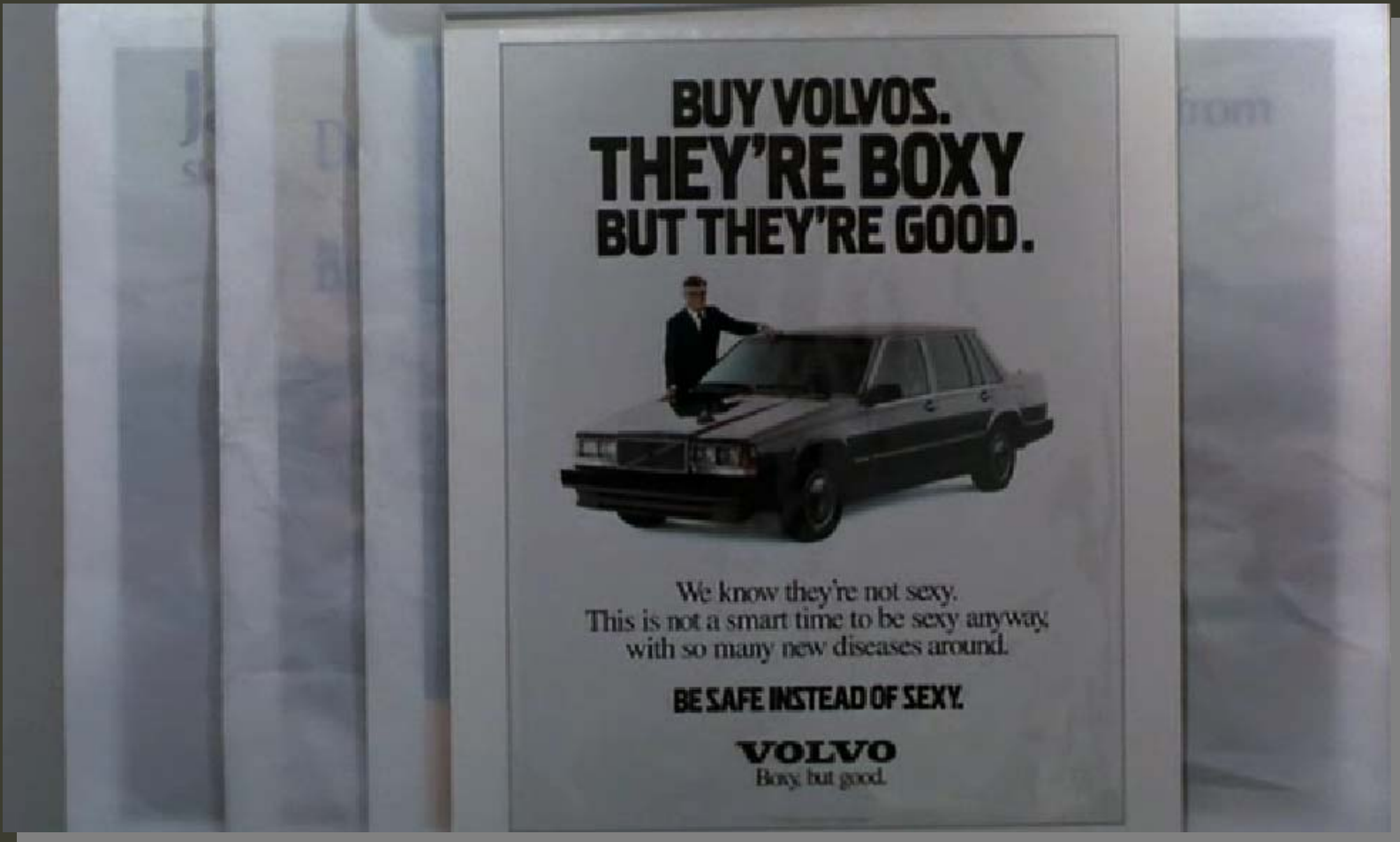
# FAMOUS CAMPAIGNS

## Campaign

Volvo. For Life.

(has built long term brand equity as  
the leader in safety)

BOTTOM LINE: WE NEED TO LISTEN TO CONSUMERS MORE...



WHAT IF...

What if the nail for Nike was:  
“for the casual athlete”

Original Campaign: “Just do it.”



WHAT IF...

DIRECTORY SHOP

ENTER PRODUCT OR STYLE# SEARCH

REGISTER MY PROFILE CART 0

# IF YOU'RE UP TO IT.

SHOP online

CUSTOMIZE your own product

TUNE YOUR RUN with Nike+

CHANGE REGION STORE LOCATOR CUSTOMER SERVICE PRIVACY/TERMS OF USE ABOUT NIKE/JOB

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WHAT IF...

What if the nail for Avis was:  
“service is our second priority”

Original campaign: “We Try Harder.”



# WHAT IF...

**AVIS** All things considered,  
we don't really care.

Need Help?

Rates & Reservations

Deals

About Avis

My Avis

## MaK RezrVatsion

[View/ Modify/ Cancel >](#)

### Rental Date & Time

[Help?](#)

Pick-up Date:

November 3

Return Date:

November 4

Pick-up Time:

9:00 AM

Return Time:

9:00 AM

### Rental Location Information

[Help?](#)

Airport  
Location  
Code:

[Find an Airport  
code](#)

City/Town:

State/Province:

Please Select One

Country:

U S A

Only Airport Locations  All  
Locations

I plan to return the car to a different location

### Additional Information (optional)

[Help?](#)

Wizard Number:

Last Name:

Arriving Airline:

None

Flight Number:

[Continue to Next Step >](#)

## My Avis

**My Avis Members**

[Login Here >](#)

**Not Yet a Member?**

[Register >](#) | [Benefits](#)

## Customize Your Site

**Country of Residence:**

US/Global

**Language Preference:**

English

[Go](#)

## Red Hot From Avis

Last updated: April '03

No More Special Deals From Avis! [Go](#)

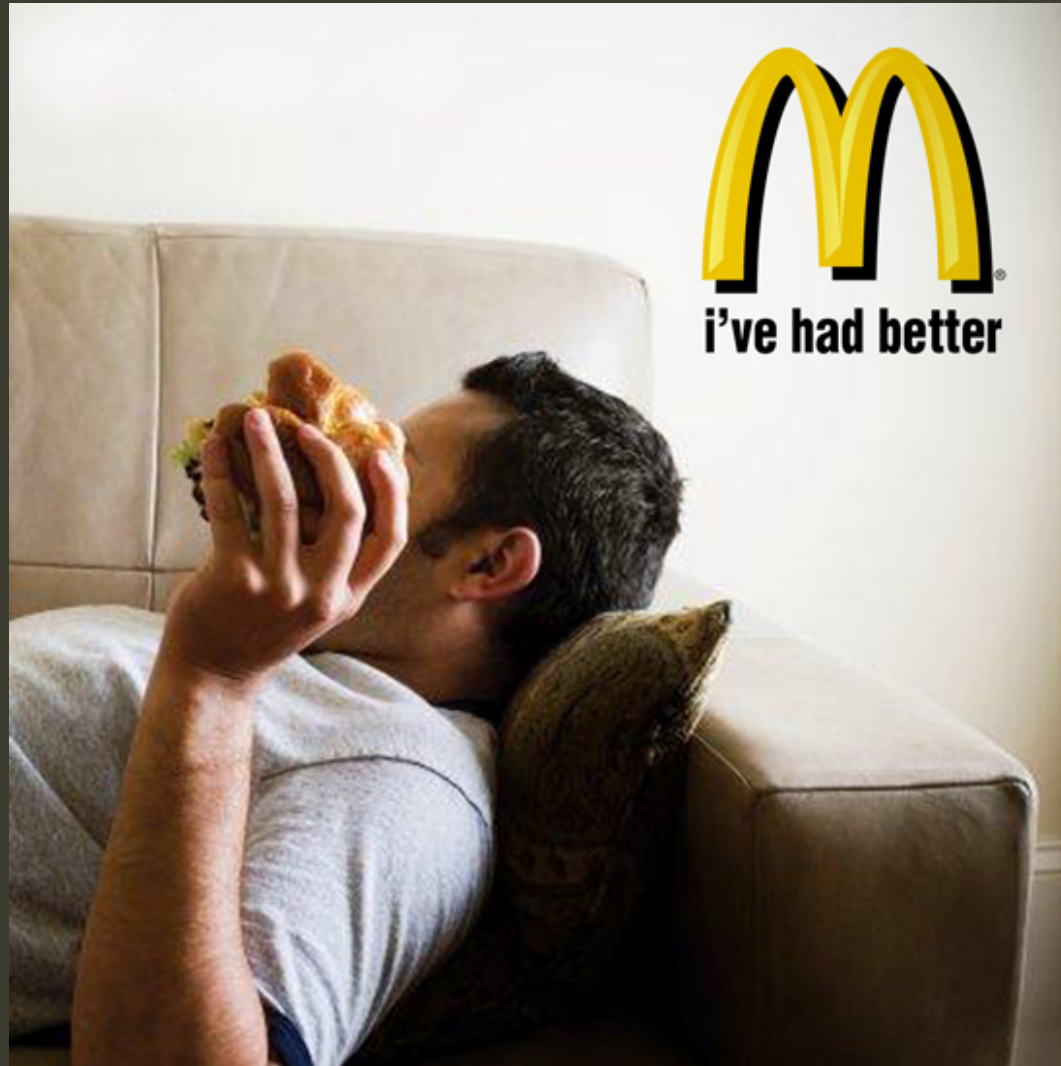
WHAT IF...

What if the nail for McDonalds was:  
“convenience before quality”

Original Campaign: “You deserve a  
break today



WHAT IF...



WHAT IF...

What if the nail for Marlboro was:  
“bring out the sexy woman in you”

Original campaign: “The Marlboro  
Man.”



WHAT IF...



WHAT IF...

What if the nail for DeBeers was:  
“Diamonds are a guy’s best friend”

Original Campaign: “A diamond is forever.”



WHAT IF...



THE PERFECT WAY TO SAY I'M SORRY.

De Beers

# OUR RESPONSIBILITY AS MARKETERS

- Translate
- Inspire
- Discipline
- Educate

# PARTING SHOTS & PARTING GIFT...

shameless plug →

