

AE

AE AD BRIEF

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1. AD BRIEF가 -

2. AD BRIEF ?

3. AD BRIEF 가?

4. AD BRIEF

5. 가 ?

AD BRIEF가 ?

KEY

TEST

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가

AE

가

가

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AE

가

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AE

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AE가 AD BRIEF

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Review

- AE가

AD BRIEF

가?



sample1. SAATCHI & SAATCHI THE BRIEF  
CREATIVE BRIEF

# BACKGROUND TO CREATIVE AND MEDIA BRIEF

<b>CLIENT</b>	<b>BRAND</b>	<b>DATE</b>
<b>JOB TITLE</b>		
KEY CHARACTERISTICS OF THE BRAND( )		
MARKET AND BRAND PERFORMANCE( )		
COMPETITIVE ANALYSIS ( )		
PREVIOUS ADVERTISING ACTIVITY ( )		
LEGAL & ADVERTISING CODE RESTRICTION ( )		

# CREATIVE BRIEF

<b>CLIENT</b>	<b>BRAND</b>	<b>DATE</b>
<b>JOB TITLE</b>	<b>PRODUCTION BUDGET</b>	
CAMPAIGN REQUIREMENT (                      )		
THE TARGET AUDIENCE (                      )		
WHAT IS THE ADVERTISING INTENDED TO ACHIEVE (    가    ? )		
THE SINGLE MINDED PROPOSITION (    )		
SUBSTANTIATION FOR PROPOSITION (    )		
MANDATORY INCLUSION (    )		
DESIRED BRAND IMAGE (    )		
TIMING OF CREATIVE WORK		

sample2. DDB NEEDHAM

CREATIVE SPRINGBOARD





sample3.

AD BRIEF

CLIENT:	BRAND:	PROJECT:
AE:	CR:	JOB NO.:

1. BACKGROUND

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가? < >, < >

2. PRODUCT

3. TARGET

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- 
- 
- 

PROFILE /

( 가 가 ? )  
가

4. WHAT TO SAY

- 

5. WHY

- 

6. TONE & MANNER

7. MEDIA

8. DUE DATE

‘ ’

## AD BRIEF

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- 100 AE 120 AD BRIEF
- PRODUCT, AD BRIEF

# AD BRIEF

1. 가?  
- Information Brief가 Motivation Brief  
AE Creative가 !
2. 가?  
- “ . ...” !  
- Brief ( )
3. AE 가?  
- Brief - AE가
4. 가?  
- Brief . ...
5. Q 가?  
- - ..  
( , )

# AD BRIEF

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( SAATCHI & SAATCHI THE BRIEF )

1.

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가

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2.

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가?

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가가

3.

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가

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4.

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# AD BRIEF

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# AD BRIEF

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## 1. BACK GROUND

\*\* ( ) ( , )

2.

3.

4. - ( / what to say & why)

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5. 가

- Tone & Manner

-

## 6. MEDIA

7. : Review /



CREATIVE

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“ 가

”

Brain Storming

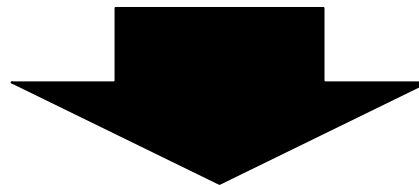
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Concept Wording



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가 Brief Sample 가

1.

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2.

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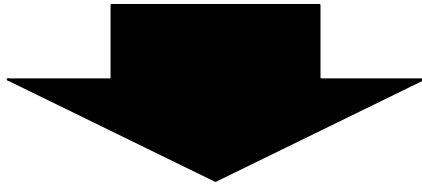
3.

- ‘ ’ ‘

,

4. Creative Guide Line

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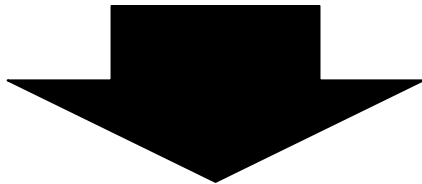


가 Sample



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- 가
- Brief 가 Briefing !
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- 가 ! ,
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“ . 가 ”

- BMP DDM

DIRECTOR TONY COX'

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2 가

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