



Latest Episode



## Insight of The Week

### Make sure you know your brand.

You can't write an effective brief if you don't know your brand. This is more than just the visual and verbal toolkit. This is about how your brand exists in the world. You should be able to articulate why people use it, why people want it, how do they talk about it, how do they experience it, what they can expect from it, how is it different...and most importantly...how do they feel about it. It is very hard to create compelling creative around a product benefit because the power of creative is in eliciting emotion. If you haven't figured out what that is, you don't have a brand and you will struggle to develop effective creative.

# BRAND LOVE



The Brandon Agency



## GUEST SPOTLIGHT

“The creative brief is designed to get good thinking. Thinking first, tactics second.”

Howard Ibach of **Creative Brief Workshops**



## NOT TO MISS

Have you taken the time to plan for the year ahead? Click [here](#) to read about April and Anne's year end planning session.



## ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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