

Personal Branding – CREATIVE BRIEF

The YOU Brand

“A BRAND is the sum total of the emotions, thoughts, images, history and gossip that exists in the marketplace about a certain company/product/idea”

-- Luke Sullivan
Group Creative Director at GSD&M
The author of “Hey Whipple, Squeeze This”

So, we know YOU are a brand. We also know that when you’ll be looking for a job/internship, potential recruiters/companies will not really see you the way you think you are, but rather, the way YOUR BRAND is being communicated.

We know that great brands stand for ONE and only ONE thing. The question than, is, what is the single most important thing you would like to communicate about YOUR BRAND? (i.e. #6 in the creative brief).

Fill out the creative brief for the YOU brand. This will help you shape your resume, website, or any other piece of communication that may brand YOU.

Creative briefs can take many different directions since there might be many perceptual problems to be solved. The challenge is to find the strongest one and focus on that one.

Here are some examples of perceptual problems (yours will be different, of course, these are just to give you a sense of how different one self-brand can be from the other):

1. What is the (perceptual) problem we are trying to solve?
 - In High-tech, employers nowadays are looking for people who master new technologies [which may lead to one branding themselves as internet gurus]
 - Ad agencies nowadays prefer hiring people who are not only knowledgeable and curious about a lot of different things, but are experts in finding information [which may lead to one branding themselves as information mavens].
 - Creative shops would rather hire someone who is not afraid of making mistakes [which may lead to one branding themselves as a smart-risk-taker]

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1. What is the (perceptual) problem we are trying to solve?

2. Who are we talking to? (for which target audience is this a problem?)

3. What do they currently think of us/the brand/the idea? (current perception)

4. What do we want them to think of us/the brand/the idea? (future perception)

5. Who's our competition? (direct, indirect, within/outside the category, within/outside the Top of Mind)

6. What is the **SINGLE** most important idea we need to communicate?

7. What is the best way to communicate that idea? (strategy, tone of voice, feel, mood / **NOT EXECUTION**)

8. How do we know we're right? (support / measure of success?)
