

CREATIVE BRIEF PROCESS

I. Client Meeting:

- a. Agency is briefed on project details

2. AE Creates first draft of brief:

- a. Job is shared with Traffic to be placed in WMJ
- b. Status updates on briefs followed up by Marketing Director/Traffic

3. Internal review of creative brief draft with creative team:

- a. AE, Creative Director, Account Manager, and Strategist present
- b. Approved briefs should include:
 - 1. Project Name
 - 2. Project Number
 - 3. Budget
 - 4. Deadlines/Schedule
 - 5. Deliverable Specs
 - 6. Project Components
 - 7. Marketing Tactics
 - 8. Scope of Work
 - 9. Order of Priority
- c. If changes needed, gather additional information from client
- d. Initiate research

4. Kick-Off Meeting:

- a. Status update on project and research to Traffic, Account Manager and Marketing Director
- b. All appropriate team members present: AE, Traffic, Additional Required Staff
- c. Creative brief distributed to team
- d. Assign project tasks to team: Account Manager and Traffic

5. Creative Process Begins