

Studiospace

Where creativity works

Briefing Tips

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Did you know?

80% of marketers think the briefs they give provide clear strategic direction, but only **50%** of creative agencies agree.

Creative agencies are **twice as energised** to work on briefs that provide **clear strategic direction**.

Briefs that provide **focus, clarity and inspiration** can help you **get the most out of your agency**.

Our top tips to create the best possible brief



Project Outcomes

These are often overlooked in briefs. Spend time thinking about the changes you will have caused due to the project you will be delivering.



Inspire Your Agency

Show them your energy and passion. Tell them what great looks like in your eyes, which brands do you admire and why.



Truthful Insight

Bring to life the world of your target customers. Tell the agency both the good and bad about their experience with you, beyond just the data or their rational needs.



Chemistry & Honesty

The briefing process shouldn't be transactional. Invest time in each other, to get to know each other. Don't be shy when outlining the constraints that exist around your project- it'll lead to great work.

Finding the perfect agency

Bringing a new agency into your team can be a bit scary. A little like inviting a new flat mate into your home, or adding a new member to your favourite WhatsApp group. But it can also be just the catalyst you need to take your idea, your product, even your company, to the next level.

So how do you improve the chances of success? How do you appoint that perfect agency?

Which agencies?

Before starting the briefing process, have a think about the type of relationship, role and attributes you value most in an agency.

Think about it as a series of options...

- Do you want deep industry expertise, or are you looking for new ideas and fresh thinking?
- Do you want a local shop that 'knows your culture' or the 'best agency in the world' from that pioneering city you've always wanted to go to?
- Do you value a safe pair of hands, a long track record, or are you keen to back raw talent, hungry for early success?
- Do you want them to 'blend in', becoming a seamless addition to your own team, or do you want a creative lightning bolt to jolt your company into action?

Often it's good to get a blend of agencies involved in your briefing process

Getting to a shortlist

Now you're ready to think about the specific attributes of your candidate agencies: your agency shortlist.

We usually suggest talking to three companies for any new work. Enough to give you options, but limited enough to move fast, make decisions and avoid the usually inefficiency and time-wasting.

We've put together our essential criteria for selecting your new agency and the questions to ask yourself when choosing...

**Our five essential
criteria for
selecting your
new agency**

01. Do they get me and my business?

- ✓ Can they demonstrate that they understand our brand, our culture, our industry?
- ✓ Do they care about our goals and our purpose as much as we do?
- ✓ Have they been recommended / referred or in some way 'hand-picked' for this?

02. Can they show me the money?

- ✓ Have they considered the commercial impact that our work together might have?
- ✓ Do they understand our budget and how to deliver the best value and return on our investment?

03. Have they got a founder mindset?

- ✓ Are they willing to go the extra mile to deliver our desired outcome?
- ✓ Do they see the bigger picture and can I see them taking on a role beyond that initially stated if needed?
- ✓ Are they able to set aside ego and personal ambitions for the sake of the project?

04. Do they have a strong team culture?

- ✓ Does the agency founder nurture and build their own team?
- ✓ Are we meeting the actual project team, or just the partners?
- ✓ Does everyone in the agency give me the same feeling?

05. Can they bring something extra?

- ✓ Does the agency have some unique point of differentiation in an area that we are weak?
- ✓ Have I got that feeling that we're going to do something special?
- ✓ Can I see them bringing out the best in our wider leadership team, helping to make new things happen?



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