

THE MARKETER'S ROLE IN THE BRAND DESIGN PROCESS

Scenario: You have hired a good design firm. Check.

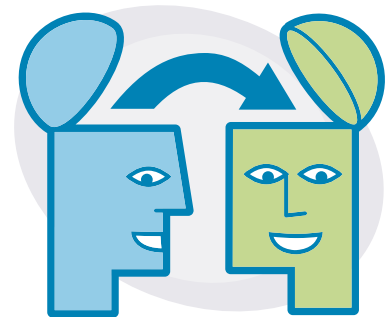
You have provided a creative brief and shared research data. Check.

Now what?

The agency's goal is to help you achieve your goals for the brand, and visually address consumer insights. The agency does their homework, and will use their experience to your benefit.

However (as most experienced agencies and clients will attest), there is a wealth of oft-dismissed information that can enrich the brief, and give the agency an in-depth understanding of you, your brand, company and consumer. Share with them the following, and you will find a winning edge more quickly:

- History. What are recent past experiences the brand has had in this area, as well as historic past? How does the company view the results of these past endeavors?
- How is the work evaluated? By whom?
- What consumer companies/brands are your firms' heroes? Why?
- What consumer companies/brands are your firms' competitive threats? What is your firms' view on competitive brands' design efforts?
- What are some visual brands that your firm has "ooh'd & aah'd"? Or commented, "I wish we had done that."
- Be clear about your expectations. Do you need and trust the agency to discover innovative solutions, or are they being hired to execute?
- Make sure you are both on the same page with regards to words such as "hierarchy," and attributes such as "quality," "contemporary," "advanced," etc.



Conclusion

The creative brief is a "must-have" and a solid foundation for the project.

But agencies need valuable information beyond facts and figures.

After all, the agency's task is to translate to the consumer,

who lives in a rich world of imagery, unspoken meaning, emotion, intuition, and sometimes illogical behaviors.

The background you share with the agency will aid their judgment as they create concepts that will offer the consumer a great experience with your brand.

For an agency criteria checklist - what to look for and avoid when interviewing branding and design agencies, go to http://www.brandesign.com/Connect/connectResources_0.html

For more tips, email Brandesign: info@brandesign.com



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"using design thinking to advance your brand."