LAUNCH A FOOD OR BEVERAGE BRANDING

That Lays Out the Whole Plan, Nails Your Vision, and Unlocks Your Team's Creative Potential.

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HOW TO: FINESSE A BRANDING PROJECT

Welcome to our guide to kick off branding and design projects! It doesn't matter if you're a seasoned pro in working with creative teams or an absolute rookie. This guide helps you to setup and work on creative projects that are both effective and efficient.

In 10 steps, we'll show you how to reverse engineer your vision into an ultimate guidebook, a so called creative brief for your brand.

The end result will be a manual in your hands that you and/or your team can use to easily tackle any future branding and design problem, no matter how big or small.

We'll cover all necessary steps for a successful branding project, from setting up an overview and identifying your audience to creating compelling messages.

So whether you're a business owner, marketer, solo entrepreneur, or designer looking to up your creative game, this guide is for you.

Luck favors the bold.

Marcel Voget
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Quick Start Guide

After reading this document, use the checklist that comes with this guide to list your most important thoughts. **Spend 5 minutes creating a structured outline.** You can then easily return and write the complete thing in a single session. **This will help you stay focused and motivated.**

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INTRO

How to Write a Creative Brief That Gets Results and Moves You and Your Team to the Finish Line Faster

If you want to kick off a project right, you need to plan it out first. It doesn't matter if it is a (re-)design of a branding, product label, or a website.

What comes in handy for this job is a solid creative brief that helps everyone working on the project to know what they should be doing right now and what's up next.

The document we are going to setup will highlight what the project is exactly about, who it's for, what message it should deliver, and how the visual identity should be perceived. It should also clarify the timeline and budgets for individual project parts.

Our creative brief also has a few extra jobs. For example, it lets team members share their ideas at the beginning of any project and makes sure everyone is on the same page. The brief also provides a way to check if the project is going well or not.

Why Clients love it

→ The creative brief helps clarify goals and objectives.

→ It articulates important facts and assumptions.

→ The brief provides an opportunity for all stakeholders to give input and build consensus.

→ It provides a criteria for evaluation and holds the designer accountable.

→ The brief indicates metrics for success.

Why it is so helpful for Creatives

→ The creative brief provides a overview of the necesary design work.

→ The brief helps to uncover insights and values of the client.

→ It aids in client buy-in, as they have had a chance to share their input.

→ The brief justifies all design decisions and informs the team.

→ It provides a criteria for evaluation and helps prevent scope creep.

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FRONT LOADING

You're Way Ahead, and You Haven't Even Built Anything Yet

Most teams get inspired and start working right away. There are some more or less productive calls, quick notes, and then they jump right into building the thing. Or better, they start building what they think it might have to look like.

They're a bunch of talented individuals who can easily dive in and flex their creative skills. **They intuitively know what to do.** Not only that, but they've done it before many times. They haven't dropped the ball in a long time. They might even name you the exact sequence of steps necessary. Their priority is to get to work as soon as possible.

But let me tell you, while progress is fast in the beginning, you will most probably run into problems later on in the project.

If you take the time to plan things out before you start, you'll actually be 2-3x faster during critical project stages. Sailing slow means sailing smooth, and smooth travel means arriving at the destination fast.

That's because you'll have a clear sense of what needs to be done, how to do it, and what resources you'll need. You won't waste time backtracking or trying to figure things out as you go along. It's pure beauty.

We are about to set up a document that helps us to basically front-load as much work as possible. It is an extra two or three hours, but you can save yourself and your team a ton of time and effort down the line.

You'll be able to see potential roadblocks and obstacles before they become major issues. You'll have a better sense of how to navigate the project from start to finish.

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BACKGROUND CHECK

*The Basis for many Decisions
and also Inspiration for the Creative Process*

No one can tell the story of your company like you can because you are one of the people who is working at this company and really understands what it's all about.

Before we start any creative project for a product or brand, it's important to conduct solid background research. This means understanding the key information and identifying strengths, weaknesses, opportunities, and threats (SWOT analysis).

Do you know your brand and what it stands for? What are your values and beliefs? If not, now is the time to create them! Understanding the brand identity will help the creative team tailor any project to fit and really amplify the brand's overall messaging.

Reviewing all kinds of relevant information and branding/design assets of the past helps us gain insights into the audience's perception of the brand and product. This could also include customer feedback, market research, and industry reports.

Collect all relevant background information

- Describe the brand

- Describe the product, including SWOT (strengths, weaknesses, opportunities, and threats) analysis

- Collect and review any existing research, reports, or other documents that can help understand the situation

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PROJECT OVERVIEW

Nailing the Fundamental Objectives right from the Start

Alright, now that we have a better understanding of the brand and product, let's move on to the project overview. The overview features a couple of important questions that we need to answer in order to determine the direction of our work.

First, let's define the project. What are we working on, and why? Is it a new product launch, a redesign of a product label, or a website? These are big questions that we have to answer so we can figure out how to tackle this project.

Next, we need to explain why the project is necessary. What is the problem that needs to be solved? Are we trying to improve sales or customer satisfaction?

Finally, we need to identify the opportunity we are trying to seize. Is there a gap in the market that we can fill? Are we trying to differentiate the brand more strongly from its competitors?

Prepare the project overview

- [ ] Define the project
- [ ] Define the deliverables
- [ ] Explain why is the project necessary
- [ ] Identify the opportunity

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DRIVING FORCES

Define what Keeps Your Project on Track

Every project needs a clear goal and objectives. Is it to increase sales with a new online store, improve brand awareness with an advertising campaign, or maybe something else? Let's define it.

Ok, with this out of the way, let's list down what specific outcome we want to achieve. Is it to create a new product line, launch a new campaign, or improve customer satisfaction?

We also need to explain our work. What problem are we trying to solve, or what opportunity are we trying to seize?

Finally, we need to identify the top three objectives. What are the three most important things that we need to achieve to meet the project goal? It sounds simple, but by identifying these objectives, we can focus on what matters most and get it shipped in no time.

Find the project's drivers

- [ ] Define the overall goal of this project

- [ ] List down what we want to achieve

- [ ] Explain the purpose of our work

- [ ] Identify the top three objectives

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KNOW YOUR AUDIENCE

*Define your Target Market and Find Out
what your Customers Really Want*

In order to effectively reach and engage our audience, we need to understand who they are and what they think of the brand. This helps us tailor our message to effectively reach and engage them.

Who are they, and what are their needs and preferences? By understanding the audience's demographics, psychographics, and behavior, we can create a message that resonates with them.

Let's analyze their perception of the brand. What do they currently think of the brand and product? Are there any common misconceptions that we need to address?

Finally, we need to explain why they should care about our message. What value do we offer them, and how can we solve their pain points?

Define the audience

☐ Identify the target audience

☐ Analyze their perception of our brand

☐ Explain why they should care about our message

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I.D. THE COMPETITION

To Outperform Your Rivals and Differentiate your Brand

In any market, there are always competitors. By analyzing them, we can identify their strengths and weaknesses and differentiate our brand from theirs.

Who are they, and what products or services do they offer? What sets us apart, and how can this help us stand out in the market?

We also need to analyze what they are telling the audience that we should be telling them. Are there any key messages or value propositions that we need to address?

We should also conduct a SWOT analysis. What are their strengths and weaknesses? What opportunities and threats do they face?

Finally, we need to highlight what sets us apart from the competition. What unique value do we offer that they don't?

Analyze the competition

- [ ] Identify the competition

- [ ] Analyze what they are telling the audience that we should

- [ ] Conduct SWOT analysis of the competition

- [ ] Highlight what sets us apart from the competition

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DEFINING YOUR MESSAGE

To Attract and Keep loyal Customers with a Clear and Confident Idea

Delivering your message is the crucial component of any project. There are a few key things we need to consider.

First, we need to define the message for this project. What's the core concept or value proposition we want to communicate? Is it also the brand's message, or do we create a new one?

Once we've got the message down, we need to consider our word choices. Do we need to develop new wording, or maybe there is already a set of words available from your other products?

Lastly, we need to think about what we want our audience to take away from the message. What action do we want them to take, and what value do we want them to see in our product or service?

Develop the project's message

- [ ] Define the key message for this project
- [ ] Identify if the words have been developed or need to be developed
- [ ] Explain what we want the audience to take away from this message

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DEVELOPING YOUR TONE

To Deliver Your Message on Point

When it comes to getting our message across, the tone and voice we use can make a big difference. Let's talk about how we can make sure we're hitting the right note with this project.

Should we be formal or informal? Playful or serious? By choosing the right tone, we can make sure that the message is consistent and really resonates with the audience.

Next up, let's choose adjectives that describe the feeling or approach of our message. Should it be inspiring or informative? Emotional or logical? By choosing the right adjectives, we can create a message that speaks directly to the audience's needs and desires.

And to wrap it up, we need to make sure that the tone and voice are consistent throughout the message. This will help us to create a message that is memorable and impactful. By maintaining a consistent tone and voice, we can make sure that the message really hits home with our audience.

Determine the tone of the project

- [ ] Define the communication tone for this project
- [ ] Choose adjectives that describe the feeling or approach

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THE VISUAL STRATEGY

*Sharing Examples of
Designs You Love (and Hate)*

By defining the visual strategy, we can make sure that everything is consistent to make the message as powerful as possible. So, let's talk about how we can use visual design to make this project a success.

First, we need to decide whether we need to create new visuals, redesign or use existing ones. What type of visuals will help us to get the message across in the most effective way possible? By choosing the right aesthetic, we can make sure that the message really resonates with our audience.

Next up, we need to identify who/what/where we need to photograph or illustrate. Are there specific products or services that we need to showcase? Are there any key themes or messages that we want to communicate visually?

And finally, let's explain why we've chosen these particular visuals. How do they add value to the message, and how do they help to enhance the overall impact?

Discuss the visuals

- [ ] Determine if new visuals need to be created

- [ ] Identify the deliverables (Photos, Graphics, Illustrations)

- [ ] Explain why these visuals have been chosen

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PROJECT FRAMEWORK

*Making Shure That Everything Gets Done
on Point and in Time*

First off, we need to identify any mandatory information. Are there any legal or regulatory requirements that we need to follow? We want to make sure we've got all the bases covered so that there are no surprises down the line.

Next up, let's talk about the deliverables. What are the specific pieces of work that we need to deliver, and when do they need to be completed?

We should also talk about any limitations or restrictions that we need to keep in mind. This could include things like budgetary or resource constraints. By being upfront about these restrictions, we can make sure that the project is feasible and that we're not promising anything that we can't deliver.

And last but not least, we need to establish a timeline, schedule, and budget for the project. This will help us to make sure that we're staying on track and delivering everything on time and within budget.

Include all the details

- [ ] Identify mandatory information that must be included
- [ ] List all deliverables for this project
- [ ] Explain in detail any relevant preconceived ideas
- [ ] Define the format parameters for the deliverables and other results
- [ ] Mention any limitations or restrictions
- [ ] Set timeline, schedule, and budget

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TEAMWORK & REPORTING

How to Keep Everyone on the Same Page

To make sure we're shipping this project fast and effective, we need to get to know your team a bit better. Who do we report to, and who else needs to stay in the loop on the regular? Someone who has the complete overview on each team.

Next up, we need to figure out who exactly is going to approve our work. Are there specific people or departments that need to give their stamp of approval?

Are there any stakeholders or team members who need regular updates on how things are going? And how do you want us to share those updates?

Last but not least, we need to figure out how we're going to communicate throughout the project. By setting up clear channels of communication, we can make sure everyone's on the same page and everything runs smoothly.

Introduce teams and communication

- [ ] Identify who we are reporting to on all teams

- [ ] Determine who exactly will approve this work

- [ ] Mention who needs to be informed of our progress and how

- [ ] Define the means of communication as well as the channel and tools

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THE PROJECT IS READY TO GO!

Congratulations! You've Made It Through the Process of Writing a Creative Brief.

Most teams want to puke if the are confronted with deliberate planning. They just want to put their skills to work, based on their individual predictions of the outcome. But trust us, laying out the whole plan beforehand is worth every minute. This is an important step in making sure that your project goes smoothly and gets you the results you're looking for, fast. With a crystal clear and concise creative brief, everyone involved in the project can be sure they're working towards the same goal.

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