***From a to b. A simple brief***

***Situation/Facts***​

What is the commercial, social or national situation (the wider context in which the problem is situated)?​

**Who are we talking to?**Who is our target? If there are more than one, pick no more than 3 and map them out individually.

What is the situation of our target audience? ​

***Audience Problem we need to solve***​

Where is our audience now relative to the situation? What do our target audience think, feel and do in relation to this situation/problem (a)​ at the moment?

Where would we like them to be? What do we want them to think, feel and do in the future? (b) ​

What change in behavior do we need to achieve (eg stop X and do Y).​

***Our offer/proposition***​

What offer suggestion or thought might get them from (a) to (b)? The rational appeal

​

***Inspiring principle (the insight)***​

What’s the human insight that is a short cut route to success? What’s the perfect think, feel and do state in our dream scenario? The emotional appeal.

​

***Call to action***​

What do we want the target audience to do first?

Example Old Spice ( recreated from published material)

**Business context**​

Old spice practically invented body wash for men but as the category has grown the competition has heated up and business slowed.​

With business slowing the product is in need of boost.​

Women were making more than half of all body wash purchases so we have decided to target men and more unusually their ladies for the very first time.​

We need to get couples to have a conversation about body wash.​

In particular, how can we get women to stop buying lady scented products for their guys? And choose old spice instead.​

**Who are we talking to and what is their problem?**​

*Women first and their partners second who want to keep their man clean and groomed.*​

**The solution to their problem, the proposition**: ​

*Your man could be more attractive and manly*​

**Customer insight:**​

*Women want their man to try harder in general not just in the bathroom.*​

**Call to action**: Stop using lady scented bodywash.​

**Media:**Superbowl etc.​

**Appendix**: Anything else that isn’t part of this story but is useful to know.

<https://www.youtube.com/watch?v=S0Ei6WQkjUY&feature=youtu.be>

A case history which shows how the campaign was created

