

SAVE YOUR BUDGET WITH PERFECT BRIEFING

Are your briefs pants?! This **budget saving cheat sheet** has got you covered.

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What are the key factors for saving budget when giving a creative brief?

Strategic planning and effective communication. Here are some key factors to consider:

✓ CLEAR OBJECTIVES

Clearly define the goals and objectives of the project. Knowing exactly what you want to achieve helps avoid unnecessary revisions and additional costs.

✓ DETAILED BRIEF

Provide a comprehensive and detailed brief. Include all necessary information such as target audience, key messages, brand guidelines, and desired outcomes. The more detailed the brief, the less likely there will be misunderstandings that lead to extra costs.

✓ STAKEHOLDER INVOLVEMENT

Ensure you have the right people internally involved in signing off the brief. If a senior person has a different idea of what is required to the person writing the brief, this can result in issues further down the line. Internal alignment at the outset saves costs and frustration down the line.

✓ SET A REALISTIC BUDGET

Be upfront about your budget constraints. This allows the creative team to tailor their approach and solutions within the budget limits.

✓ BRAND INTIMACY

Ensure you have taken the time to bring your agency up to speed with your brand. This involves style guides, values, mission and vision etc. This intimacy allows your agency to produce creative aligned with your expectations, showing your brand in its best light.

✓ PRIORITISE NEEDS

Identify and prioritise the most critical elements of the project. Focus the budget on the most impactful components, and be willing to compromise on less essential aspects.

✓ EFFECTIVE COMMUNICATION

Maintain open and ongoing communication with the creative team. Regular check-ins and feedback loops can help catch issues early, preventing costly last-minute changes.

✓ SIMPLIFY PROCESSES

Streamline approval processes and minimise the number of decision-makers to reduce delays and potential revisions.

✓ COLLABORATE WITH THE RIGHT TEAM

Choose a creative team that understands your vision and has experience working within budget constraints. Their expertise can offer cost-effective solutions without compromising quality.

✓ USE OF TECHNOLOGY

Utilise online tools to streamline brief approval and amendments. This helps keep track of updates and makes version control far simpler. Such tools can also be used throughout the creative process to track progress, resources and budgets etc.

By focusing on these key factors, you can effectively manage and save on your budget while delivering a successful creative project.

Download our recommended briefing template...

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