Stephanie Payne

From: May Race <May.Race@coi.gsi.gov.uk>
Sent: 24 January 2011 14:14
To: Chrystyna Chymera
Cc: Iredia Oboh; Caley Smolska
Subject: The creative brief - draft for review

Importance: High

Hi Chrys

Here is the creative brief, I think it's looking good.

Glue now need your feedback on this to give us the all clear for the briefing meeting tomorrow morning.

Tim is following up with an email summarising the format and content for tomorrow which you will receive shortly.

I've chatted to Tim on phone briefly about some things I wanted to highlight, including:

- there is no ref to them using their planning tool (CCS) to support audience insights - they will have further insights/thoughts based on their work so far when we meet tomorrow

- they have distilled our objectives into one concise objective within their brief, I highlighted that success will be measured against the objectives listed in the original brief

- we talked about how the booklet will be used during the briefing, Tim was keen to relay the general gist to the creative teams without using the booklet in detail; I explained that the booklet copy represents how EC want to present the two systems and therefore it may not be appropriate to move too far from this; he agreed booklet would need to feature highly as input to the thinking

- they are focussing on the general punter as an audience and sharing amongst peers, this takes focus away from the secondary audience, those such as BBC etc who want to pick up on the tool for embedding on their sites. Glue have thought about this lots, and decided that this can be looked at as part of Comms Strategy so Tim will talk to Anthony at Experience and M4C about this (keeping us in loop). Might be something that is worth talking a bit more about tomorrow.

May

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