



BlendedThinking

On Strategy | On Brand

## What Every Creative Wants You to Know

**Clearly Define the Objective** - Creatives want a clearly defined objective to apply their talents and energy. A clearly defined creative brief and focused set of objectives set the foundation for successful and effective linguistic and graphic communication.

**"I'll know it when I see it."** Creative / Design is not a tool to reveal a strategy. Creative / Design is used to articulate a concise idea for a specific result. A Creative will show it when they hear it!

**Symptoms Only Please** - When providing feedback, Clients should only share the *symptoms* of their response to the work, *not the cure*. Although it might feel proactive and efficient, the results can be clinical, uninspired and prescriptive.

**Clarity & Objectivity** - Creatives can come up with a variety of solutions to a Client's feedback but only if they receive clear objective input for the revision.

**Customer Point of View** - Everyone involved in the creative process needs to put the customer's needs before their own. Creative work should be protected from critique based on personal likes and dislikes. Work should be judged on its support of the strategy. Since those involved in the process are seldom the end consumer, their personal biases should be kept in check.

**All Stakeholders Need to be Heard** - The primary stakeholder's feedback must be obtained. It can lead to wasted effort to pursue design directions that contain partial information or are not supported by those with veto power over the project. Designers are more than willing to strive for a solution – they just need to be certain of their quest.

**So what happened?** - After the dust settles and a project wraps up, designers are always interested in hearing results. Customer feedback, sales data, and personal impressions bring closure to the engagement. A Creative's future efforts are mostly fueled by the results of their latest projects.