



**building sharper brands**

# 5 QUESTIONS TO SHARPEN BRIEFS

**GUIDE | STRATEGY**

# INCISIVE GUIDES

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Welcome to our series of real-world guides for B2B marketing professionals.

At CMDi we help clients think, communicate, and act incisively. Because today, only incisive communications work.

These practical tools and techniques have been proven through years of front-line use. They have been designed to create powerful and persuasive communications that will build valuable differentiation into your brand.

If you have any comments or suggestions, or would like more advice,

01483 230393



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Helping you  
improve cut through  
and response.

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# ONLY INCISIVE COMMUNICATIONS CUT THROUGH AND DRIVE RESPONSE.

CMDi builds brands on this simple truth:

The world is now so overcrowded with messages that only incisive communications get through.

Insightful and sharply focused, they are understood faster and remembered for longer. Clearly differentiated and ingeniously simple, they drive response.

Communicating incisively is how a brand achieves relevant differentiation, the key to market share and profitability.



## FOCUSED

addresses a relevant need



## DIFFERENT

achieves valuable differentiation



## STICKY

stays in people's minds



## MOTIVATING

prompts clear action

# 5 QUESTIONS TO SHARPEN BRIEFS

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**GUIDE | STRATEGY**

# WHY ASKING “WHY” SHARPENS BRIEFING

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Defining the right questions to ask before answering a brief enables us to get communication right first time.

“Why” is the world’s most powerful question, closely followed by “how”, because it is exploratory and helps us uncover the real questions to answer.

**This guide offers a taste of our coaching on how to use powerful questions to write incisive briefs.**

For details about our incisive briefing workshop, please get in touch.



# WHY ARE WE DOING THIS COMMUNICATION?

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The first thing anyone being briefed needs to know is **why**. Once you explain why the communication is needed, it is easier to create communication that achieves what you want it to.

**Always begin a brief with why** and do so in writing, because the act of writing sharpens our thinking more than speaking can.



# WHO ARE WE COMMUNICATING WITH?

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Every piece of communication needs an audience. **The clearer you can be about who we are communicating with, the clearer the communication will be.** Try to answer these questions in your brief: What job do they do? What attitudes do people in this job share? **What challenges do they face that we can solve?**



## WHY SHOULD THEY PREFER OURS TO OTHERS?

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People need a reason to buy products or services. Do some homework before briefing. **Try to pinpoint the most compelling reason why people prefer yours to alternatives.** How is it different? What benefits does it offer that others don't? **What is different about how you sell, deliver or communicate?**



## HOW SHOULD THEY RESPOND?

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Why does anyone communicate? To get a response, of course. **Every brief should be clear about how people should respond.** Visualise where and when people will see the communication. What will they be thinking before? What should they do or think afterwards? Should they just **be aware, should their attitude change or should they do something?**



## HOW WILL WE RECOGNISE SUCCESS?

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An incisive brief **has the end result in mind.** The effectiveness of communication must be measured. Before briefing, answer these questions. How will success be measured? **What level of response will constitute success?** These are communication objectives and **every brief needs them.**



# 5 KILLER QUESTIONS – WHY BOTHER?

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There is no such  
thing as mediocre  
communication

Communications either cut through, stick in people's minds and drive response - or they don't. **There is no middle ground.** Incisive communications cut it and the rest are a waste of money.

By asking **why** and **how**, we clearly define the marketing challenge that communication must solve. After that, all the answers we come up with are sharply focused on achieving specific objectives.



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Email

Or call 01483 230393

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FOR THE EDGE YOUR MARKETING  
NEEDS.