

# KALLE VIIRA CREATIVE STUDIO



2. Meet the client

## 9 Simple questions to learn about the client – CREATIVE BRIEF

### **ASK & LISTEN**

- > the need might be something you do not see
- > take notes
- > bounce some ideas
- > document > agree on the progress

## 1. The quick elevator pitch

What the company is about in few sentences > talk and listen, sum up together...

## 2. Why the company exists

What is the story and purpose  
– stories and people are most  
interesting things...

### 3. What problem do you solve

What is the result customers are looking for to find you, what is the mission...

#### 4. What are the competitors and what makes you better

How do you stand out, why  
choose you...

## 5. What objections do you hear

Why people do not buy  
from you...

6. What is the main goal you would like to set for the campaign

What single thing would you like the audience to do...



## 7. Who is the client, the target audience

Describe your clients and whom you like to reach out to, who is the perfect customer...

8. What are 1–3 key things you like to highlight

What are the benefits you offer, list few concrete things you want people to remember...

## 8. What do we want the audience to do

Are we spreading the word,  
gathering contacts, selling  
directly, having a campaign...

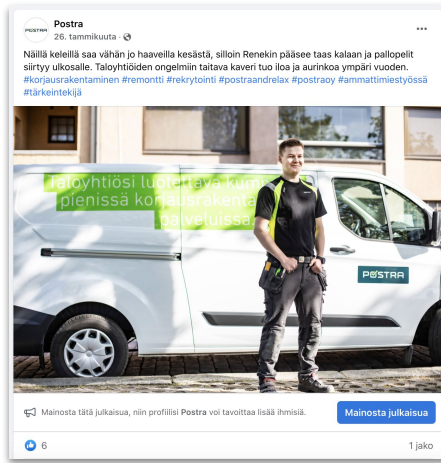
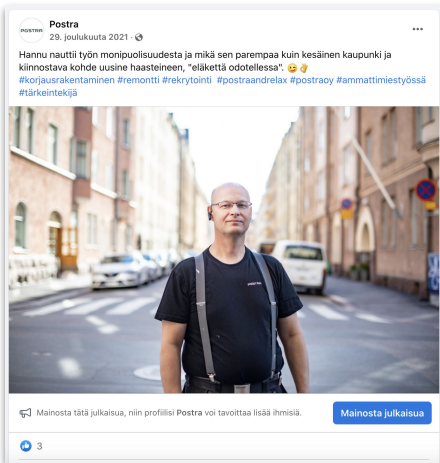
## KNOWLEDGE AND IDEAS INTO A SUSTAINABLE BUSINESS

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**Start by building a compelling brand and a functional website!**

Every year, I help dozens of new companies to the market with clear and cost-effective package solutions. Let's get your company's channels, look and messages in order at once – let's create a growth base for sustainable business.





# EXAMPLE – EMPLOYER IMAGE CAMPAIGN

Use social media to support recruiting in maintenance and logistics industry.



Potential recruits are reached in social media and they will have a look at the channels if considering to apply. These companies are not selling anything here, just their image as a good employer.

