

Beyond tropes, tokenism and talk

Reimagining the strategist's toolkit



Meet Your Hackers

Creative Team #1



Rami Dudin
GSD @ Courage



Andy Ng
CD @ Cossette



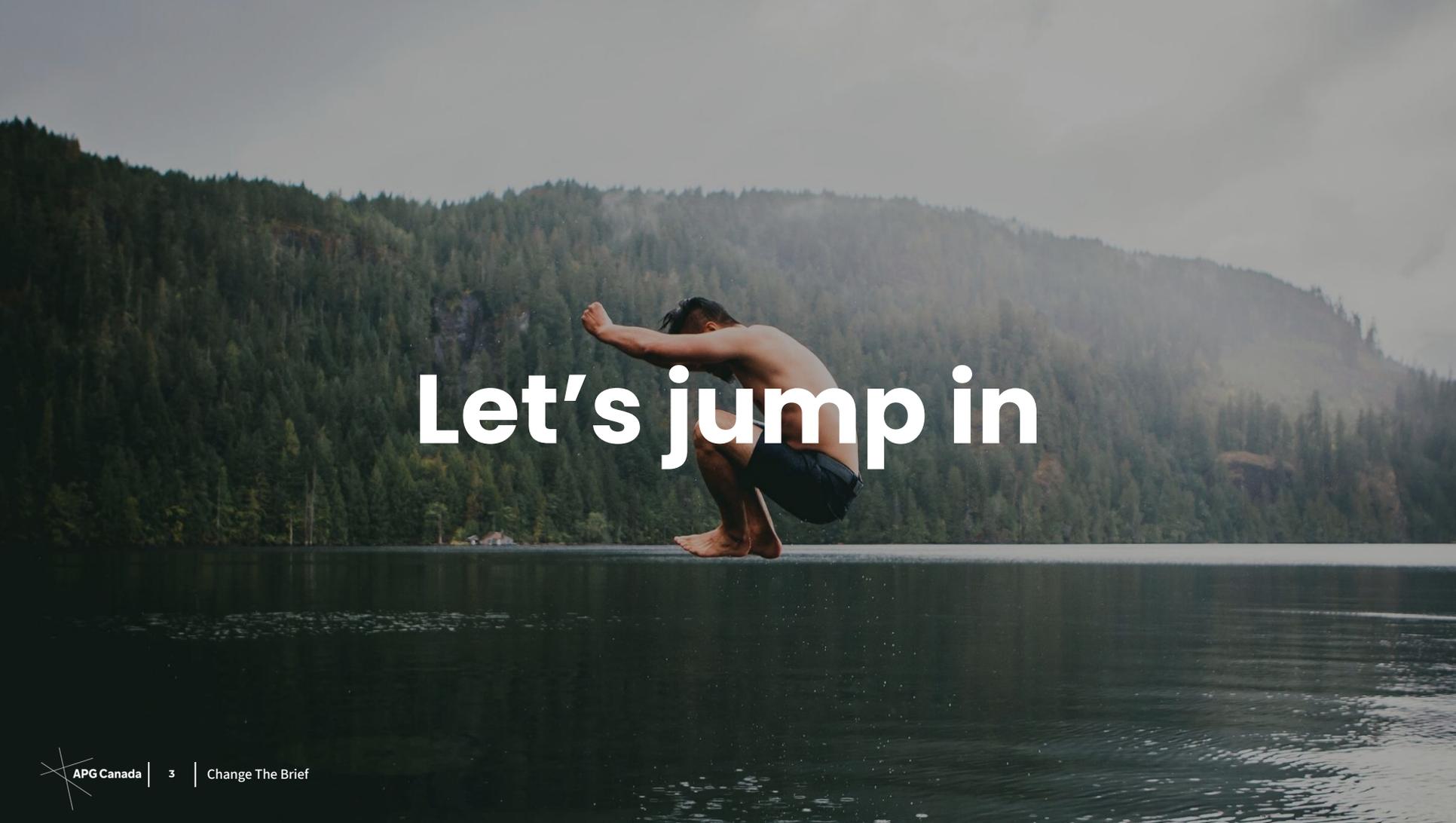
Manasi Damle
Freelance Strategist



Mrigini Iyer
Senior Account Manager



Ibukun Adeleye
Strategist @ Saatchi

A man in dark shorts is captured mid-air, jumping into a calm lake. The background features a dense forest of evergreen trees covering a mountain slope under a grey, overcast sky. The text "Let's jump in" is overlaid in large white font across the center of the image.

Let's jump in

1

What's Broken



**Despite the shifts in
Canadian population
makeup since the 1960s,
advertising briefs
remain unchanged.**

2

**What the output
should look like**

A person wearing a dark hoodie and a mask is sitting on the ground in front of a red brick wall. They are holding a large, rectangular sign that reads "KEEP YOUR COINS, I WANT CHANGE". The sign is made of several pieces of paper or cardboard, with the text written in black marker. The person's face is obscured by a mask, and they are looking directly at the camera.

**The output
should go beyond
just the brief.**



**Because a brief
template is a
temporary document.**

Wap-bap, ba-da-da-da

Gleich merke ich Ihnen, liebe Lesende, dass Sie sich nicht nur für die deutsche Sprache interessieren, sondern auch für die deutsche Kultur. Ich bin es, Bibi, die Ihnen heute ein paar Zeilen über meine Arbeit als Journalistin schreiben möchte. Ich habe mich für Sie entschieden, weil ich weiß, dass Sie sich für alles interessieren, was die deutsche Kultur betrifft. Ich habe mich für Sie entschieden, weil ich weiß, dass Sie sich für alles interessieren, was die deutsche Kultur betrifft.

Breaking Advertising News

Die Werbung ist ein wichtiger Bestandteil der Wirtschaft. Sie hilft Unternehmen, ihre Produkte zu verkaufen und ihre Kunden zu gewinnen. In den letzten Jahren hat die Werbung sich stark verändert. Durch die Digitalisierung und die sozialen Medien sind neue Möglichkeiten entstanden, die Werbung zu machen. Unternehmen können jetzt ihre Botschaften direkt zu den Menschen bringen, die sie erreichen wollen. Das ist ein großer Vorteil, aber es gibt auch Herausforderungen. Die Werbung muss kreativ sein und sich von den anderen abheben. Sie muss auch ethisch sein und nicht irreführend sein. Die Werbung ist ein interessantes Feld, das viele Möglichkeiten bietet. Ich hoffe, Sie finden meine Arbeit interessant und hilfreich.

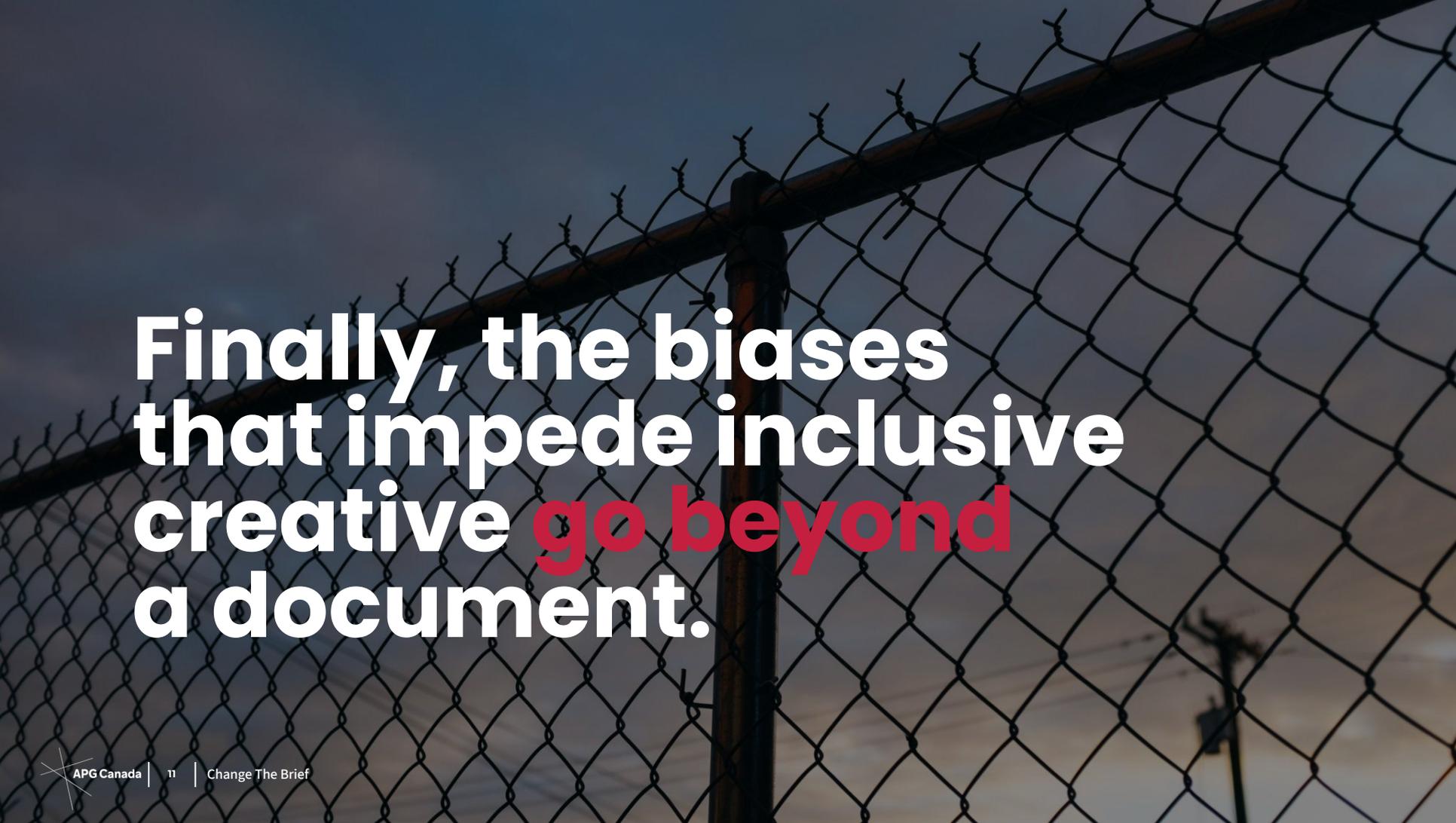
New CSO changes the creative brief template.

Die Werbung ist ein wichtiger Bestandteil der Wirtschaft. Sie hilft Unternehmen, ihre Produkte zu verkaufen und ihre Kunden zu gewinnen. In den letzten Jahren hat die Werbung sich stark verändert. Durch die Digitalisierung und die sozialen Medien sind neue Möglichkeiten entstanden, die Werbung zu machen. Unternehmen können jetzt ihre Botschaften direkt zu den Menschen bringen, die sie erreichen wollen. Das ist ein großer Vorteil, aber es gibt auch Herausforderungen. Die Werbung muss kreativ sein und sich von den anderen abheben. Sie muss auch ethisch sein und nicht irreführend sein. Die Werbung ist ein interessantes Feld, das viele Möglichkeiten bietet. Ich hoffe, Sie finden meine Arbeit interessant und hilfreich.

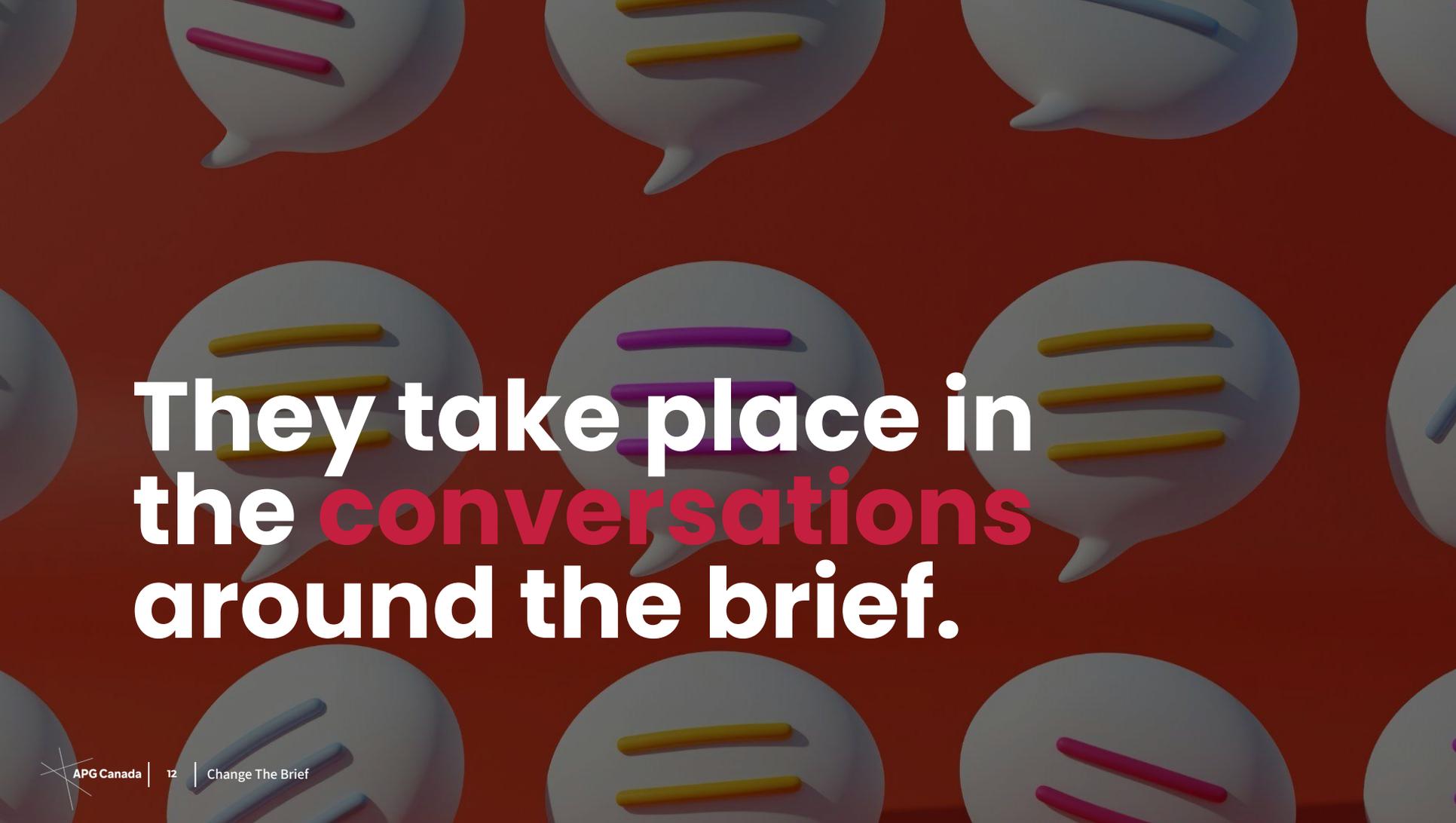


If we change the full
process, we create
shared accountability
by **everyone** involved.





Finally, the biases
that impede inclusive
creative **go beyond**
a document.



They take place in
the **conversations**
around the brief.

3

**Our vision for the
briefing process**

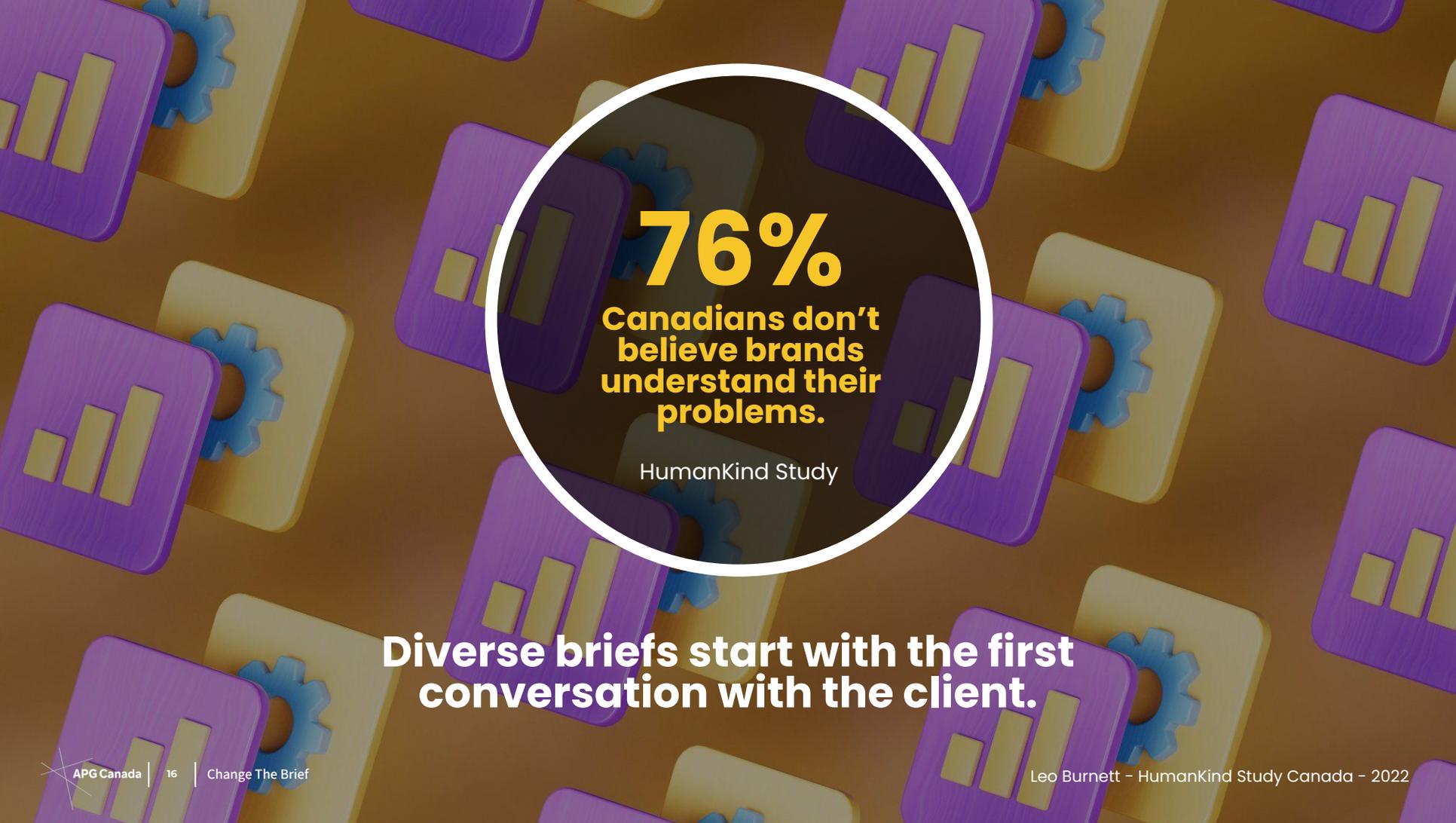
Re-**imagine**
three key
conversations.



1st Conversation

The Client Conversation





76%

**Canadians don't
believe brands
understand their
problems.**

HumanKind Study

**Diverse briefs start with the first
conversation with the client.**

A cartoon illustration of Homer Simpson standing in a yard. He is wearing a light blue polo shirt and has a yellow bandage on his forehead. The background shows a green lawn and a brown fence.

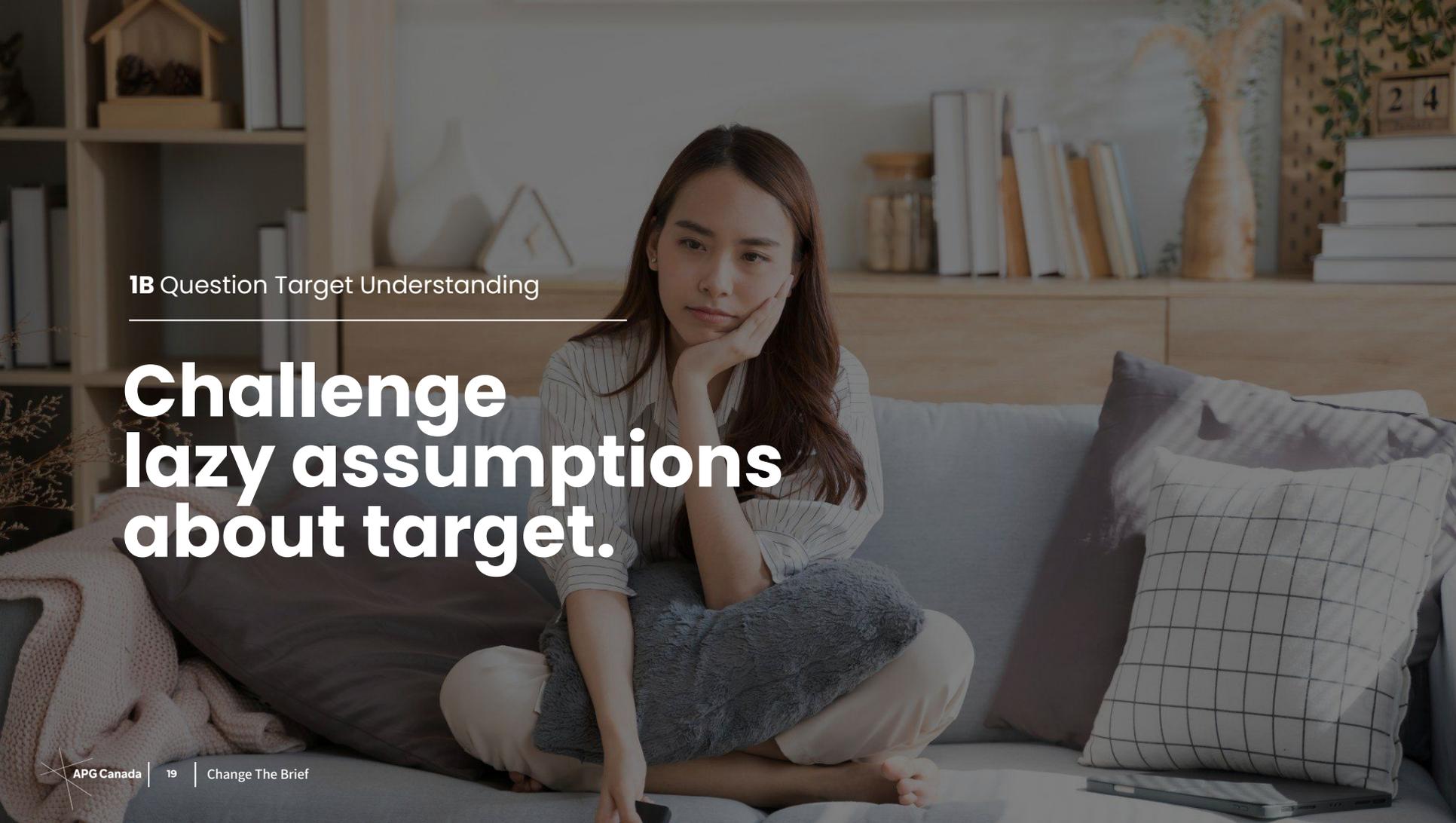
#1
The Client
Briefing

Push for the
truth about the
task at hand.



1A Identify Subconscious Biases

Question who is doing the talking and what kind of privilege they come with.

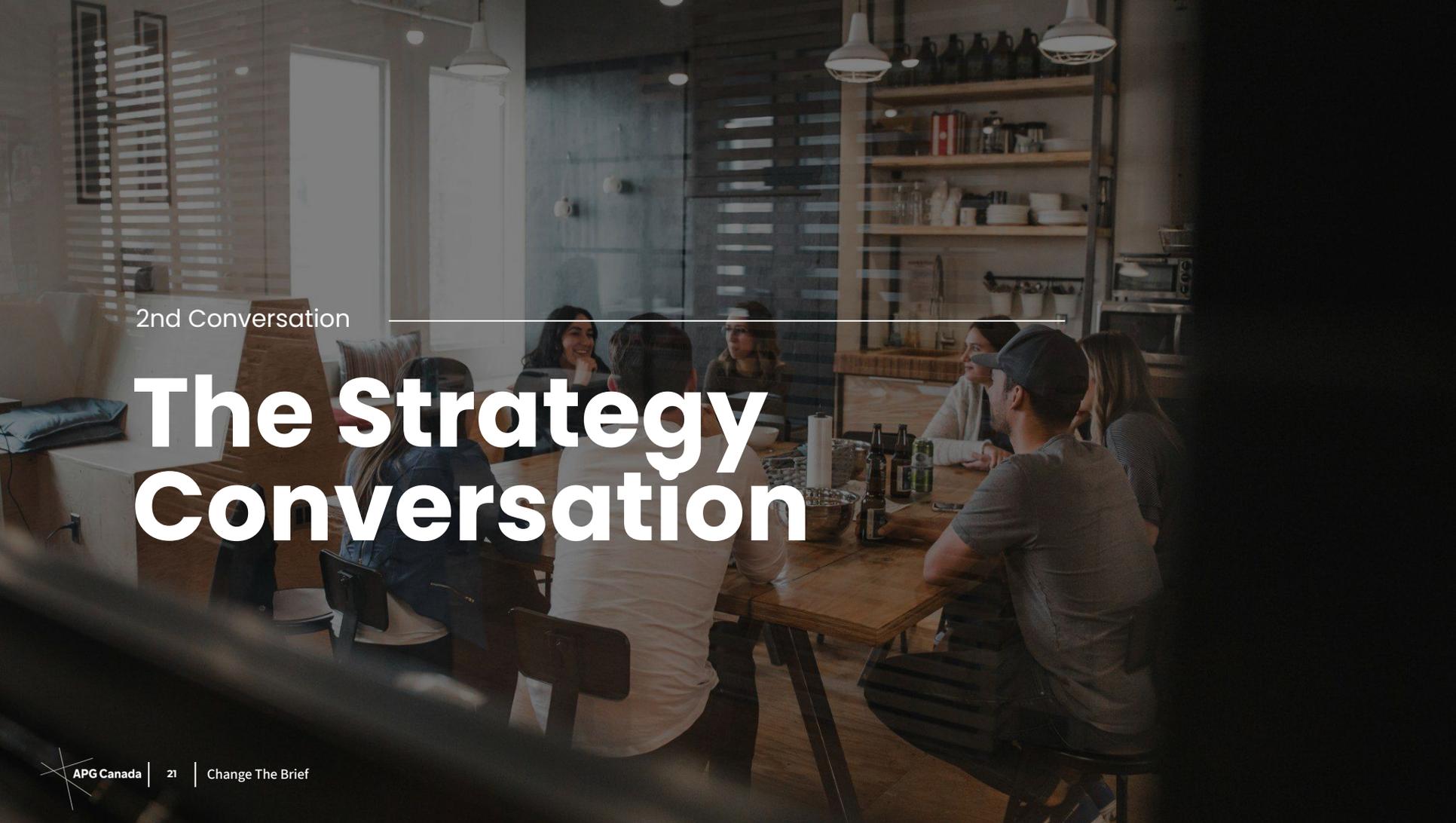


1B Question Target Understanding

**Challenge
lazy assumptions
about target.**

1C Be The Voice Of The Audience

**Provoke conversations
when we are being too
safe or insensitive.**



2nd Conversation

The Strategy Conversation



63%

**of consumers buy or
advocate for brands
based on their beliefs
and values**

Edelman Trust Barometer

**Understanding the audience is
foundational to creating effective and
responsible advertising.**



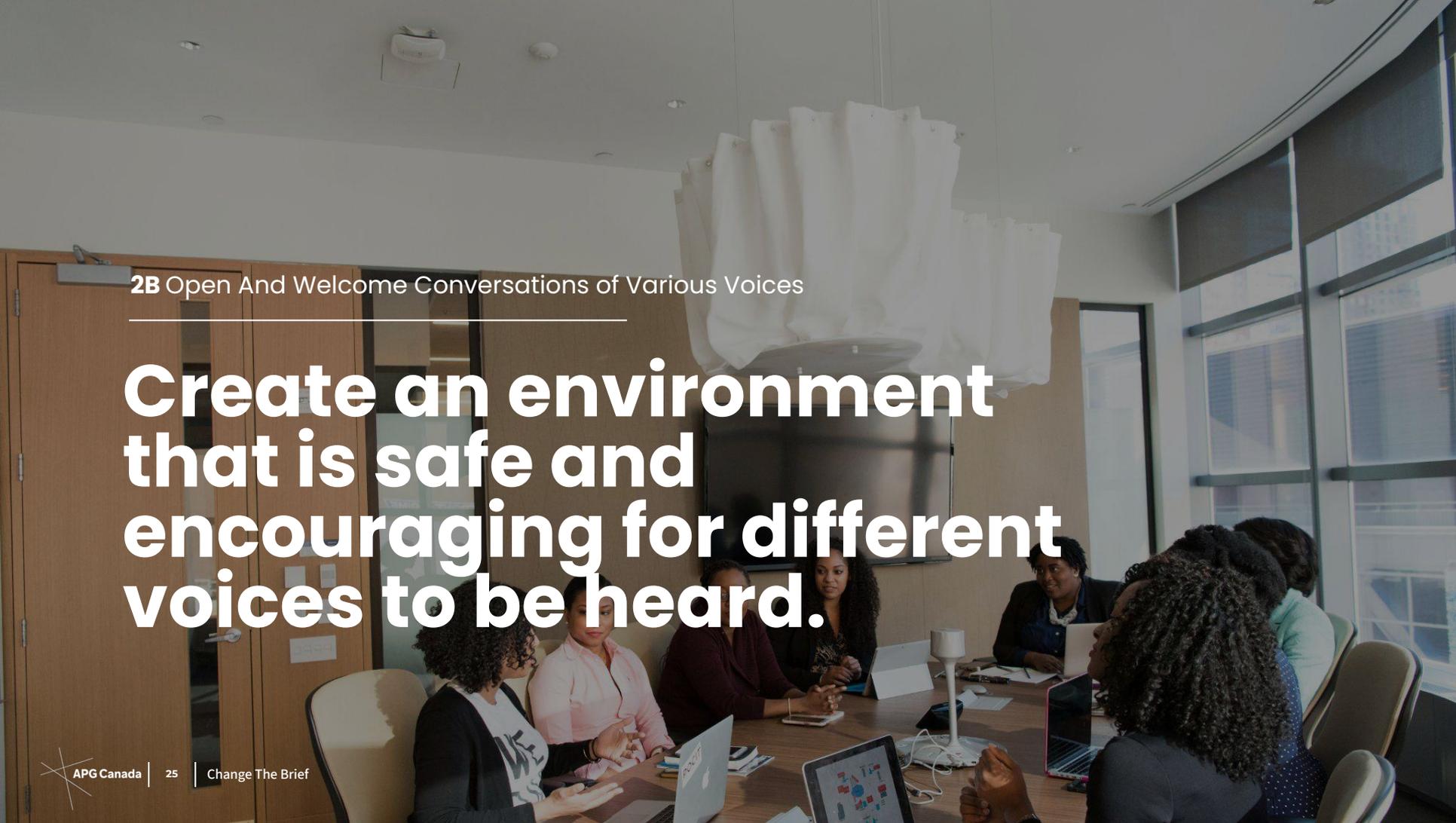
#2
The Creative
Briefing

Find unique
truths about
your target

A group of people are gathered around a table in what appears to be a community center or a similar indoor space. A man in a grey Nike t-shirt and a blue cap is standing and smiling. A woman in a patterned headwrap and a grey top is sitting at the table, looking towards the man. Another woman in an orange top is also seated at the table. The background shows a room with orange walls and framed pictures. The overall atmosphere is warm and engaged.

2A Ditch the Traditional 'Target Audience' Write Up

Don't write demographics, go Anthony Bourdain on the whole thing. Show videos, TikToks, go to physical places, and immerse the team.



2B Open And Welcome Conversations of Various Voices

**Create an environment
that is safe and
encouraging for different
voices to be heard.**

An aerial, top-down view of a diverse group of people of various ages and ethnicities standing in a circle on a large, ornate, patterned rug. They are holding hands, suggesting a sense of community and unity. The lighting is soft, and the overall atmosphere is warm and inclusive.

2C Write Universal Insights with Unique Cultural Nuances

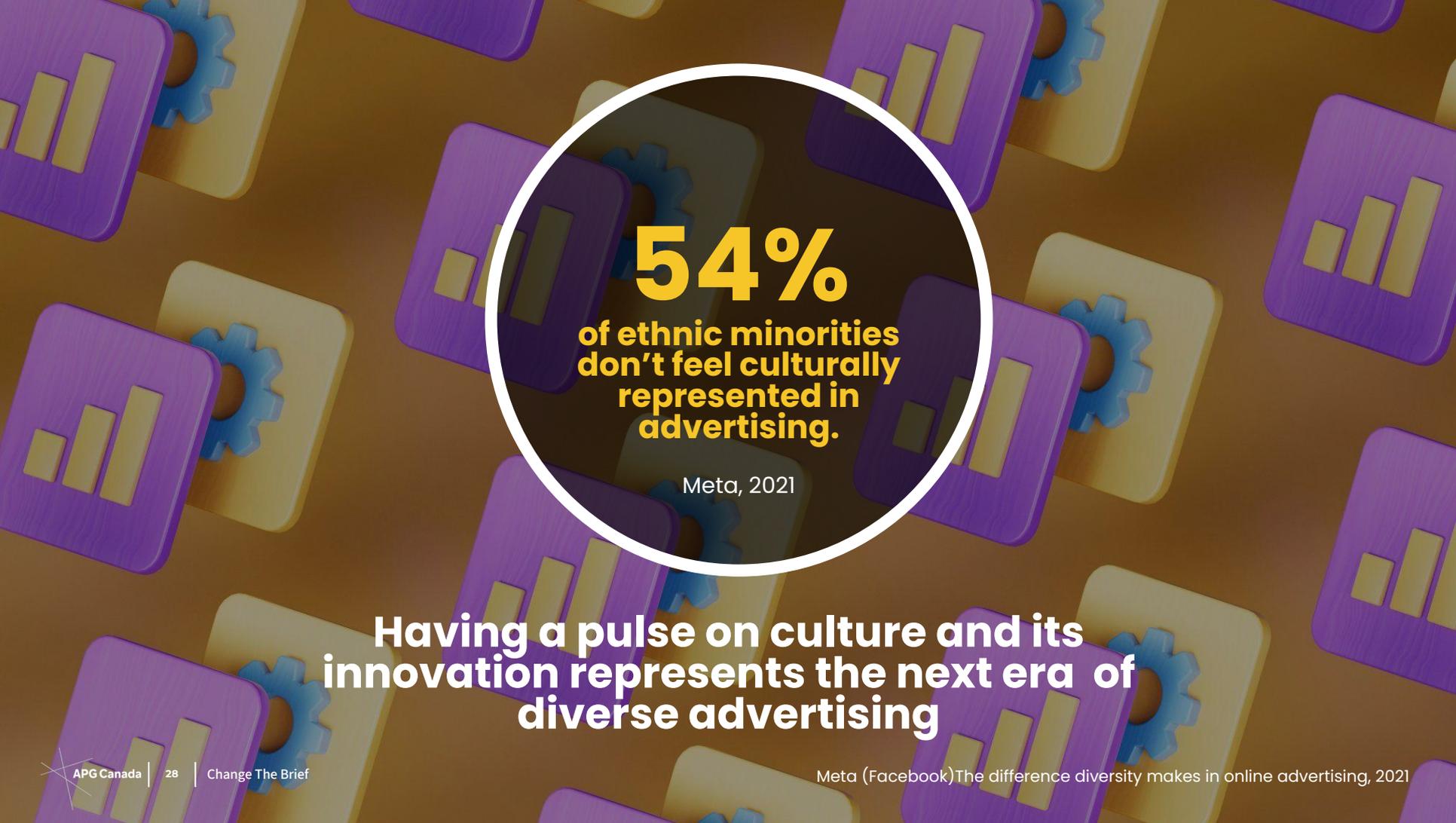
Identify universal themes like togetherness, value, family, but look for unique ways these themes are lived in different cultures.



3rd Conversation

The Creative Conversation





54%

**of ethnic minorities
don't feel culturally
represented in
advertising.**

Meta, 2021

**Having a pulse on culture and its
innovation represents the next era of
diverse advertising**



#3
The Creative
Process

Express unique
cultural truths.

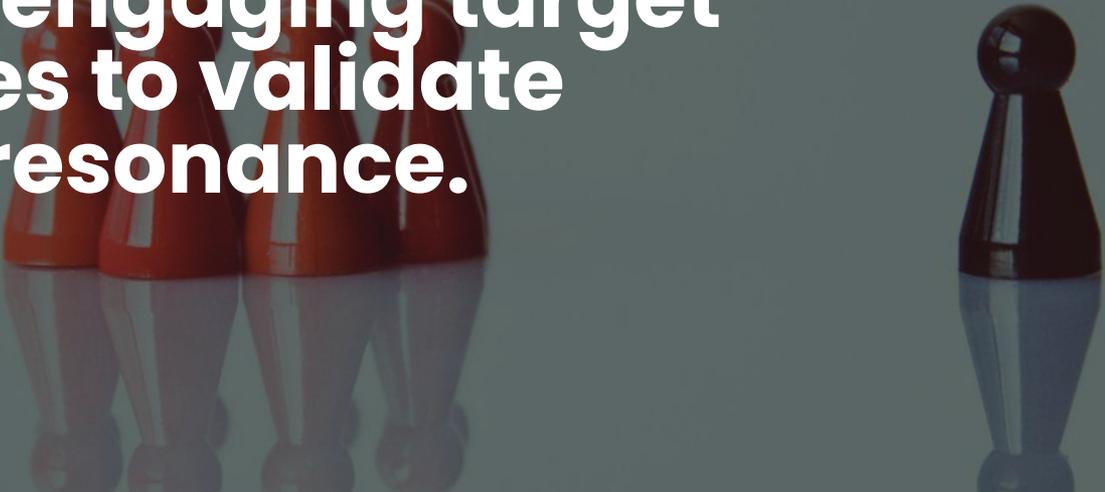


3A Expanding the sources of inspiration

Foster a decolonized approach to creative thinking by sourcing and sharing inspiration from diverse communities.

3B Inclusive voices during the creative review

Cross-reference creative ideas by engaging target audiences to validate cultural resonance.

A group of five chess pawns is positioned on a reflective surface. Four red pawns are clustered together on the left, and one black pawn stands alone on the right. The pawns are reflected on the surface below them.



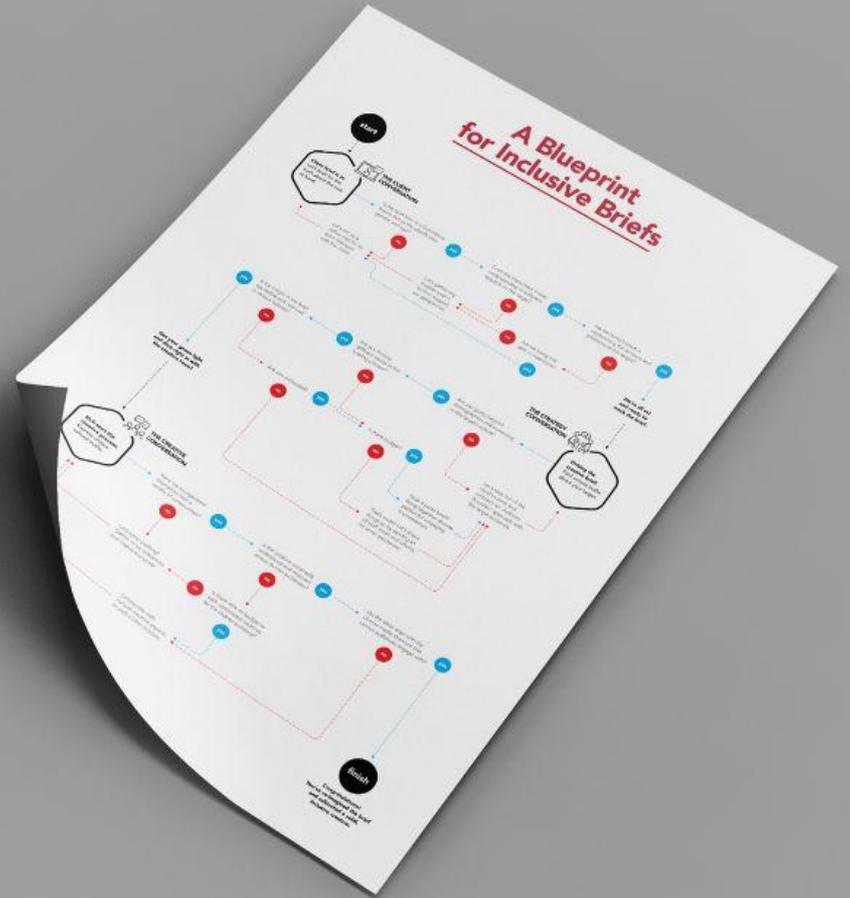
3C Increase visibility for the creative

Go beyond traditional media to reach audiences who actively seek out unique destinations to expand campaign visibility.

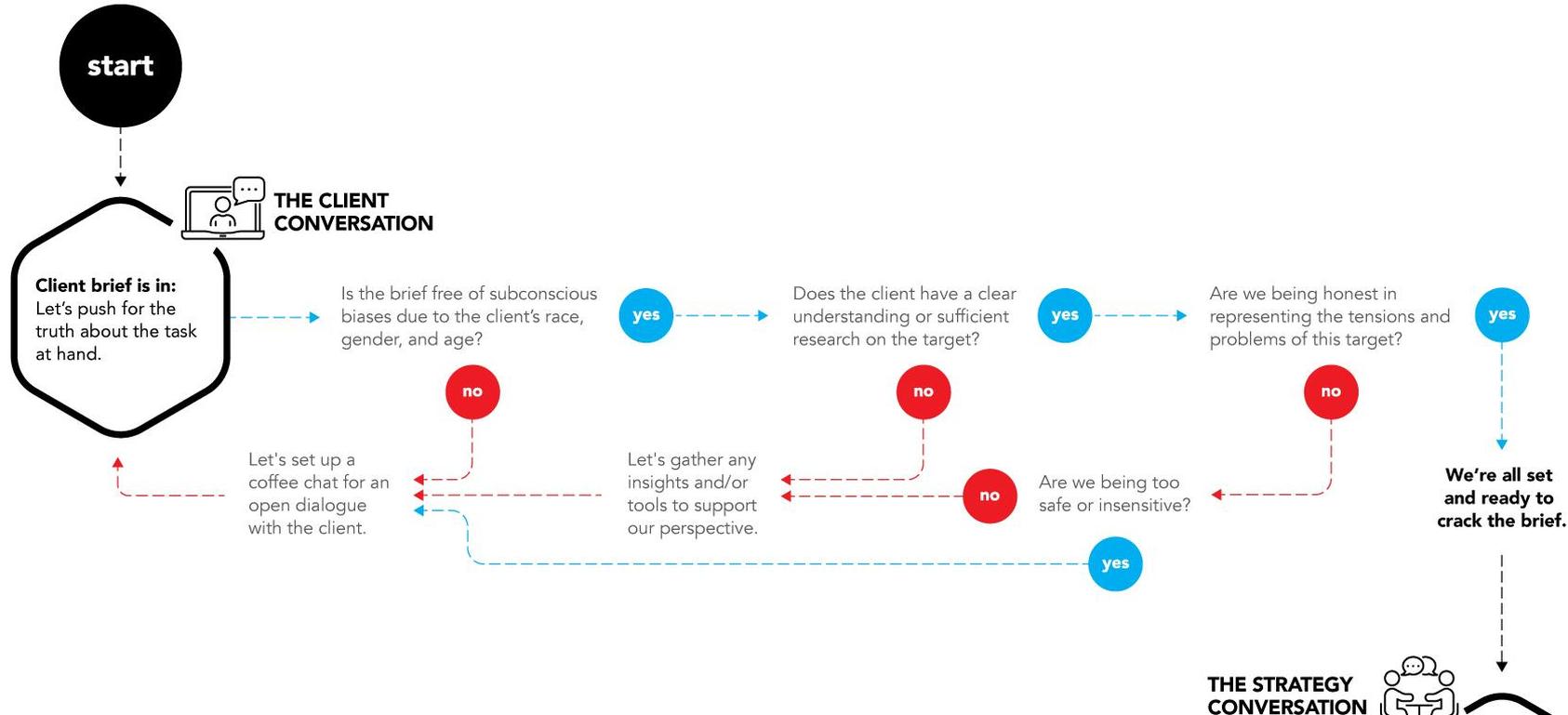
4

**How we further
hack the process**

We distilled our process into a **blueprint**, outlining how to change the conversations.



A Blueprint for Inclusive Briefs



THE STRATEGY CONVERSATION



Writing the creative brief:
Find unique truths about your target.

Are you going beyond demographics and immersing in this target's culture?

yes

Are you inviting different voices to the briefing process?

yes

Is the insight in the brief applicable and nuanced in various cultures?

yes

Let's step out of the comfort zone and embrace an 'Anthony Bourdain' approach with the target audience.

Host a pizza lunch!
Bring together diverse parties for engaging conversations

That's sucks! Let's shake things up by sending an all-staff email and rallying for some assistance!

Is there budget?

yes

Are you exhausted?

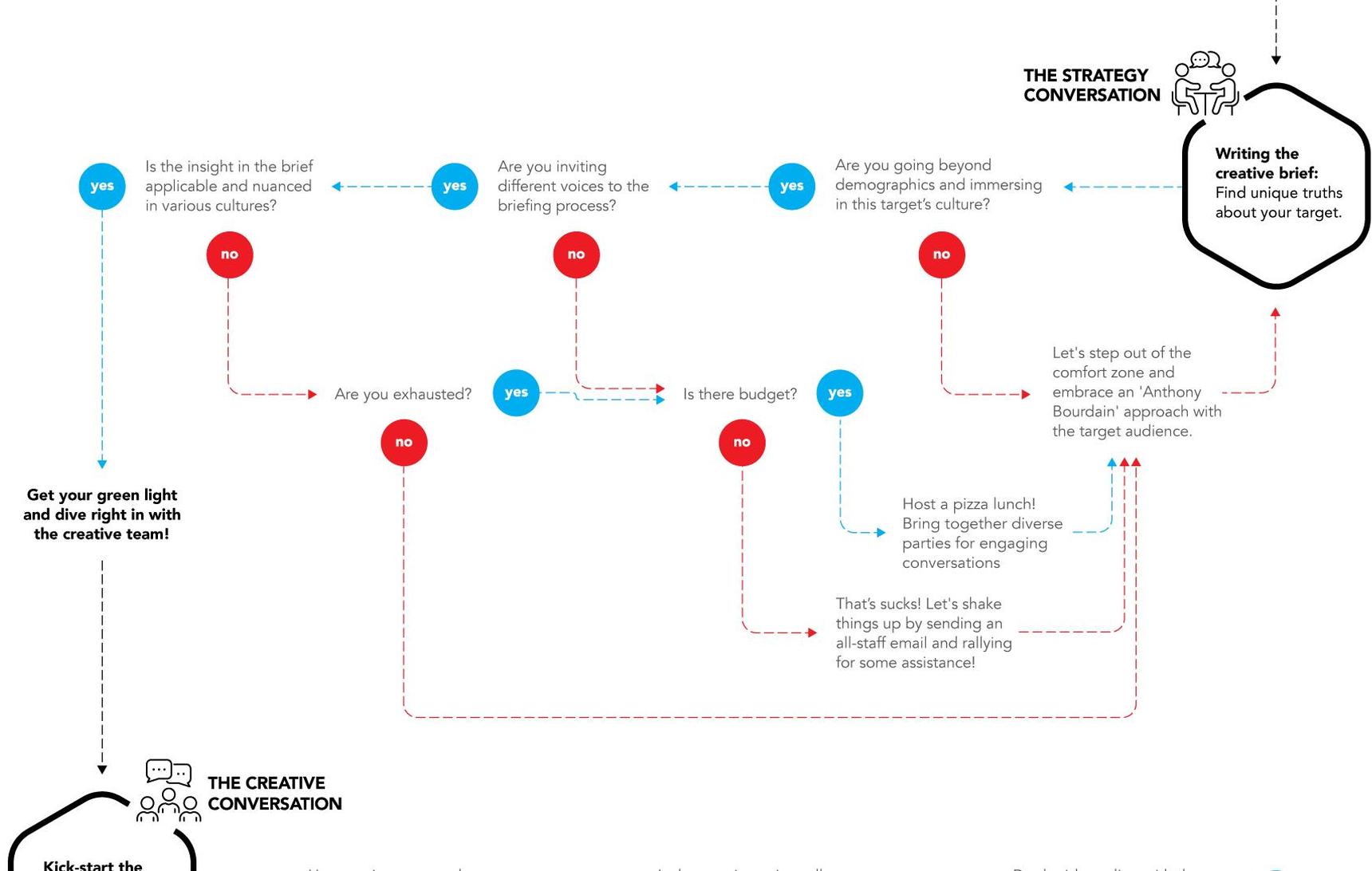
yes

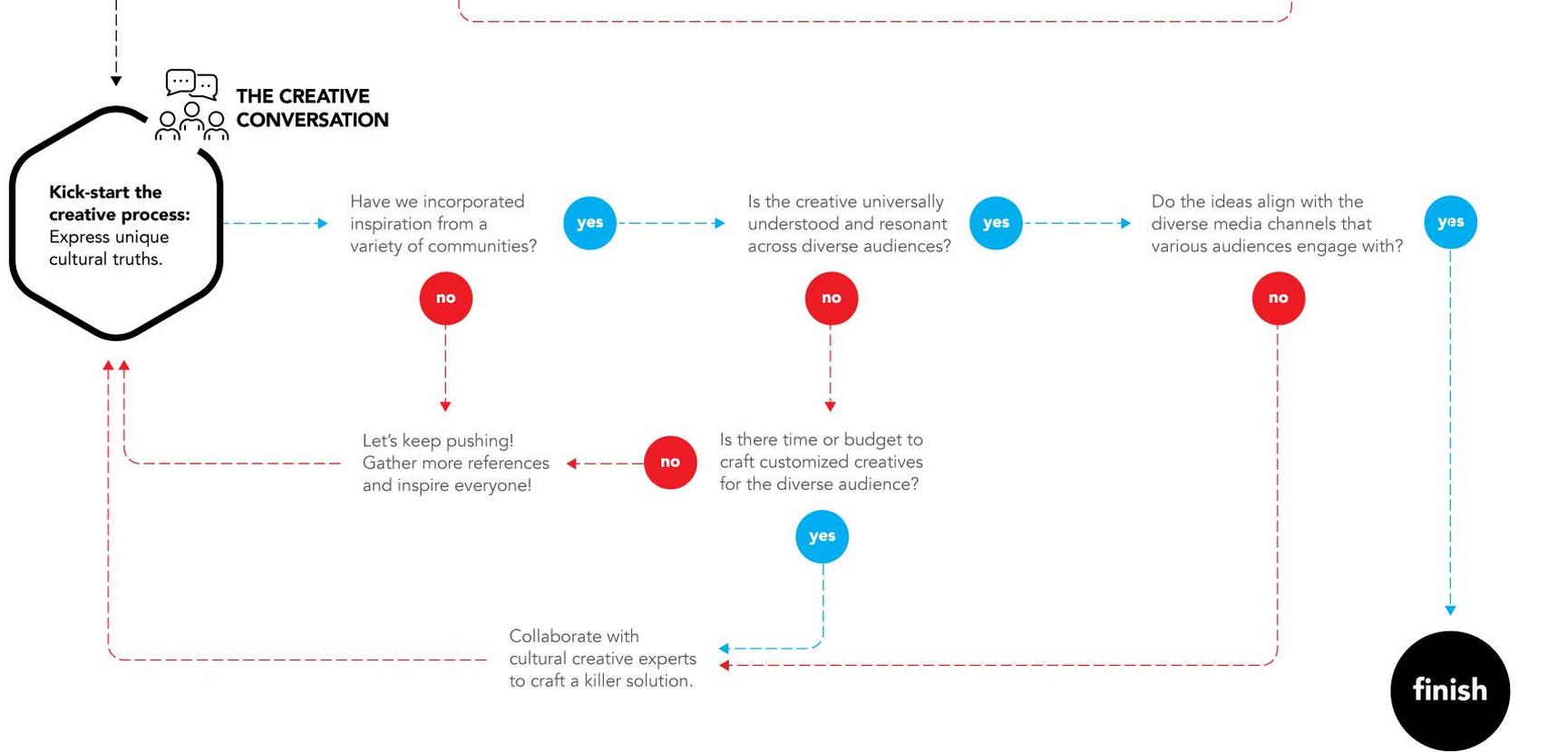
Get your green light and dive right in with the creative team!

THE CREATIVE CONVERSATION



Kick-start the



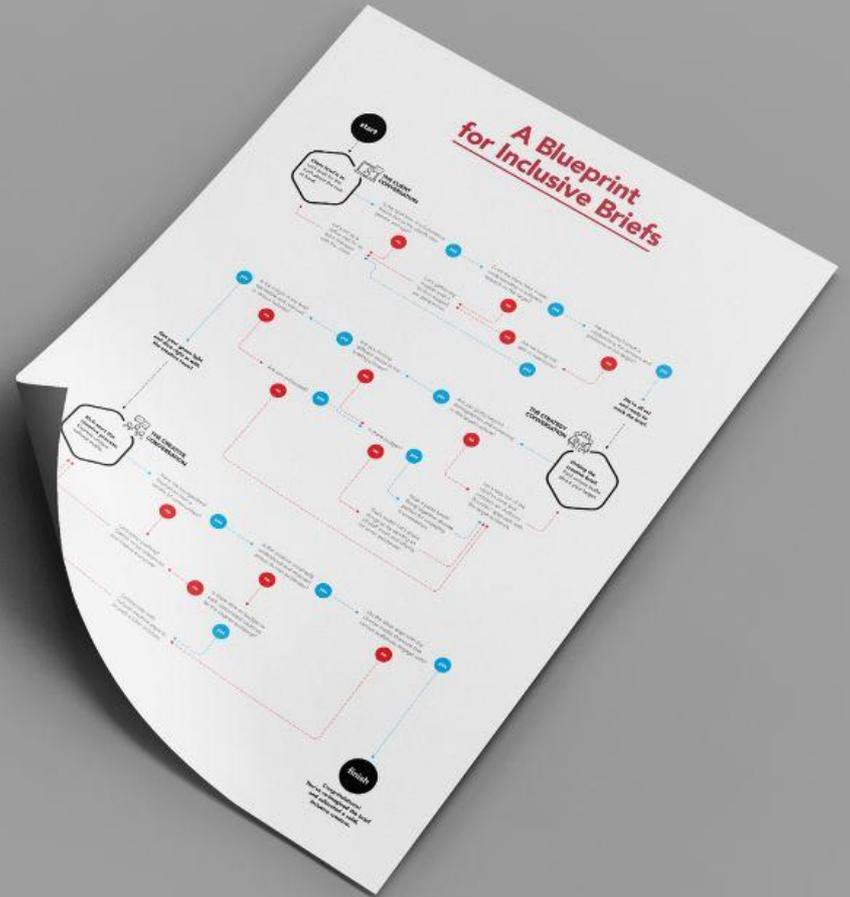


Congratulations!
You've re-imagined the brief
and cultivated a solid,
inclusive creative.

Prepared by:



It's more than just a temporary document, it's an **adaptable** and **evergreen** solution.



Let's talk

