

# Creative brief

[Literature](#), [Russian Literature](#)



Creative Brief Attracting s is an important step because it is directly linked to an increase in sales for the company. Therefore, in a company such as IKEA, it is critical to evaluate how poor customer services and low product qualities contribute to loss in sales. Likewise, from a single parent viewpoint, however, it is essential to view the larger picture.

First, demographic information is fundamental because it will furnish IKEA with all the required details pertaining to the customer's age, geographical location, and sex among others in improving products. The information is equally vital in determining emerging lifestyles, habits, and way of thinking because the creative design team finds relevance with the single parent. Evaluation of the psychographic information, on the other hand, helps the team in designing both interesting and smart products that appeal to the single parent who prefers IKEA products.

A single parent in the above case is in her late 30s, uses modern communication platforms such as emails, Facebook, and Twitter, and prefers e-commerce delivery systems. Consequently, it is upon the creative design team to assess new marketing tools that match the customer's tastes and preferences while targeting the wider market segment. That suggests that advertising attracts clients similar to the single parent with the need to expand the business in terms of increased profits (Sutherland 156). The message, thus, is to add more people through innovative ways that do not interfere with the overall operation of the business. As a result, audiences would believe this message because it resonates with their desires and contemporary ways of conducting business.

Work Cited

<https://assignbuster.com/creative-brief/>

Sutherland, Eric. Requirements and the Creative Brief. Mason, OH: SAGE.  
2007. Print.