

OCTOBER 2023

M.A.D STRATCAMP 2023



LIFE AFTER THE BRIEF

AGENDA

01

JOB DESCRIPTIONS

There is no agreed upon role for strategy.

Try Pitch

02

TIME LINES

This might be because stereotypical Strategy work happens in the first 10% of a project's lifespan. (leading up to the brief)

03

ADDED VALUE

But there *is* a role for us after the brief. And it might be even more important.

04

POCKET GUIDE

So here is a better way to define the role of strategy – and a few rules to live by.

01



JOB DESCRIPTIONS

"What is the role of a strategist?"

ACCORDING TO CREATIVE DIRECTORS...

“What is the role of a strategist?”

"TO HELP UNLOCK THE KEY TERRITORY."

“What is the role of a strategist?”

"TO HELP RATIONALE THE WORK CREATIVE DOES."

“What is the role of a strategist?”

**"MAKING SURE THE CREATIVE
IS GROUNDED IN TRUTH"**

“What is the role of a strategist?”

"INTERPRETS A CLIENTS BRIEF."

“What is the role of a strategist?”

**"INVESTIGATION AND GATHERING OF INSIGHTS TO
HELP DEVELOP GREAT IDEAS FOR A BRAND"**

“What is the role of a strategist?”

"TO PROVIDE THE INSPIRATION TO GREAT CREATIVE"

“What is the role of a strategist?”

"TO ARTICULATE THE ASK FOR CREATIVE"

“What is the role of a strategist?”

"SELL IDEAS"

“What is the role of a strategist?”

"SOMEONE WHO TEES UP CREATIVE."

A **"GATHERING OF INSIGHTS TO HELP DEVELOP GREAT IDEAS FOR A BRAND"**

B **"TO HELP UNLOCK THE KEY TERRITORY."**

C **"TO HELP RATIONALE THE WORK CREATIVE DOES."**

D **"MAKE SURE THE CREATIVE IS GROUNDED IN TRUTH"**

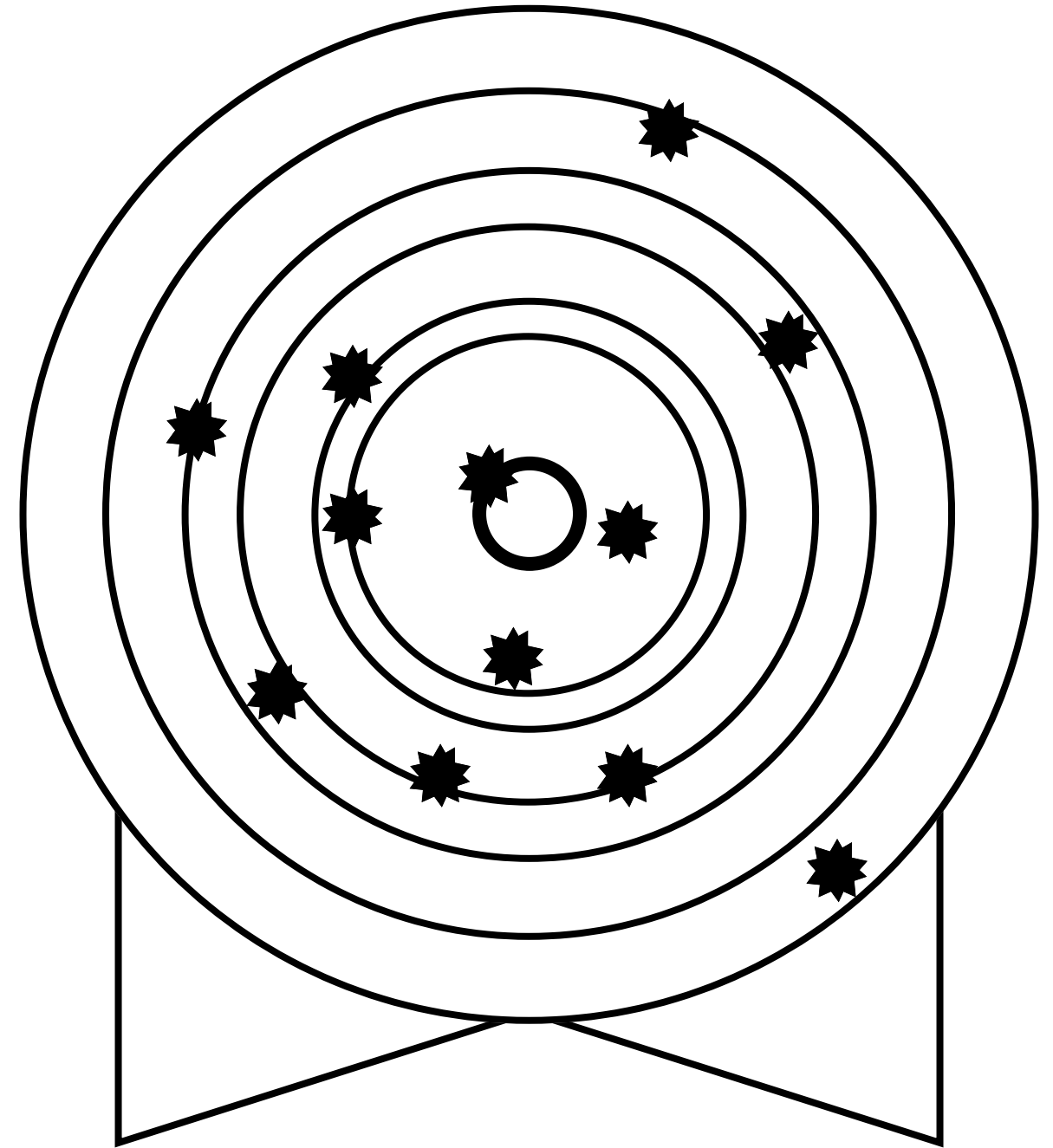
E **"INTERPRETS A CLIENTS BRIEF."**

F **"TO ARTICULATE THE ASK FOR CREATIVE"**

G **"SELL IDEAS"**

H **"SOMEONE WHO TEES UP CREATIVE."**

**A BREAK SLIDE
FOR DISCUSSION.**



"GATHERING OF INSIGHTS TO HELP DEVELOP GREAT IDEAS FOR A BRAND"

"TO HELP UNLOCK THE KEY TERRITORY."

"TO HELP RATIONALE THE WORK CREATIVE DOES."

"MAKE SURE THE CREATIVE IS GROUNDED IN TRUTH"

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02

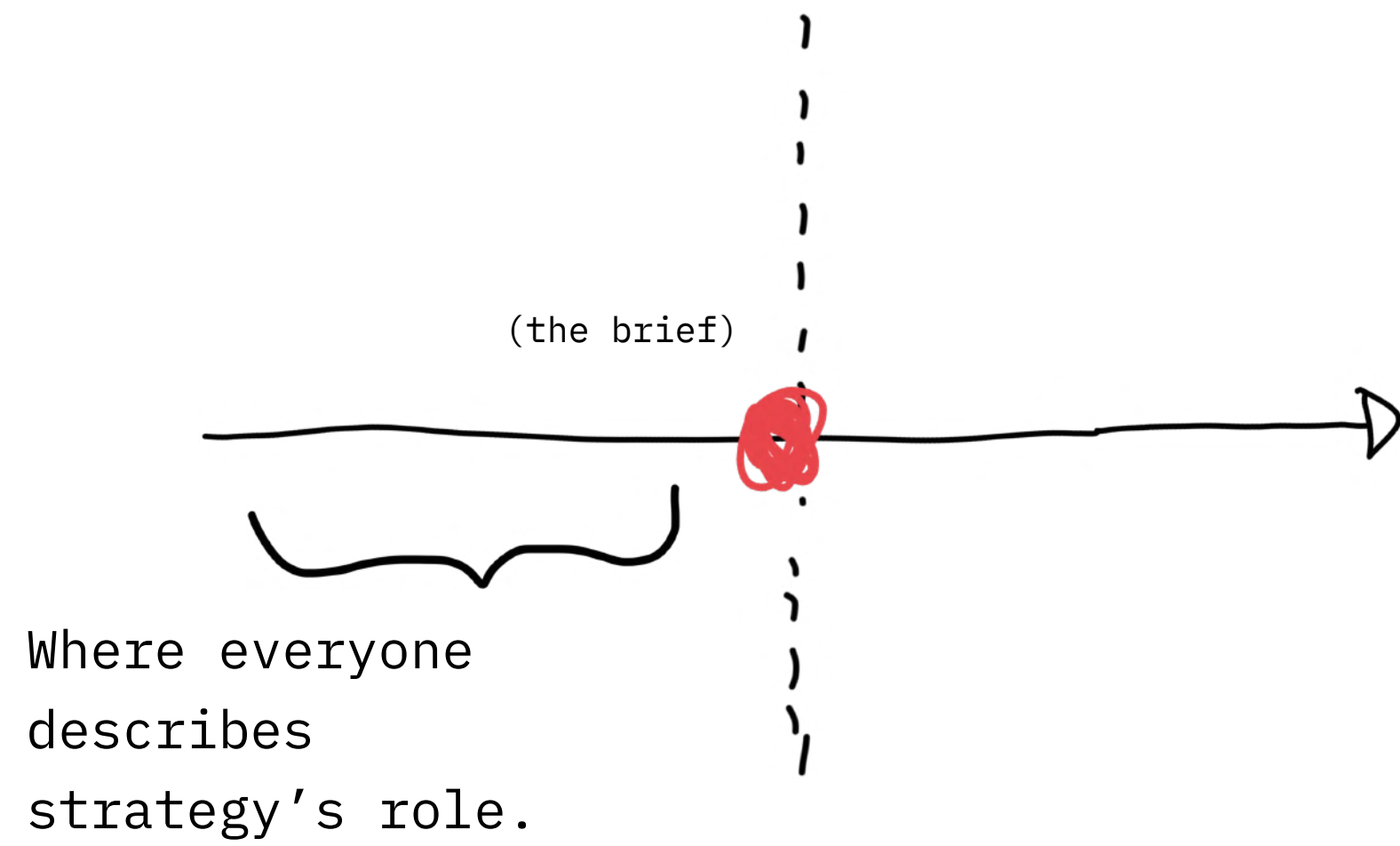


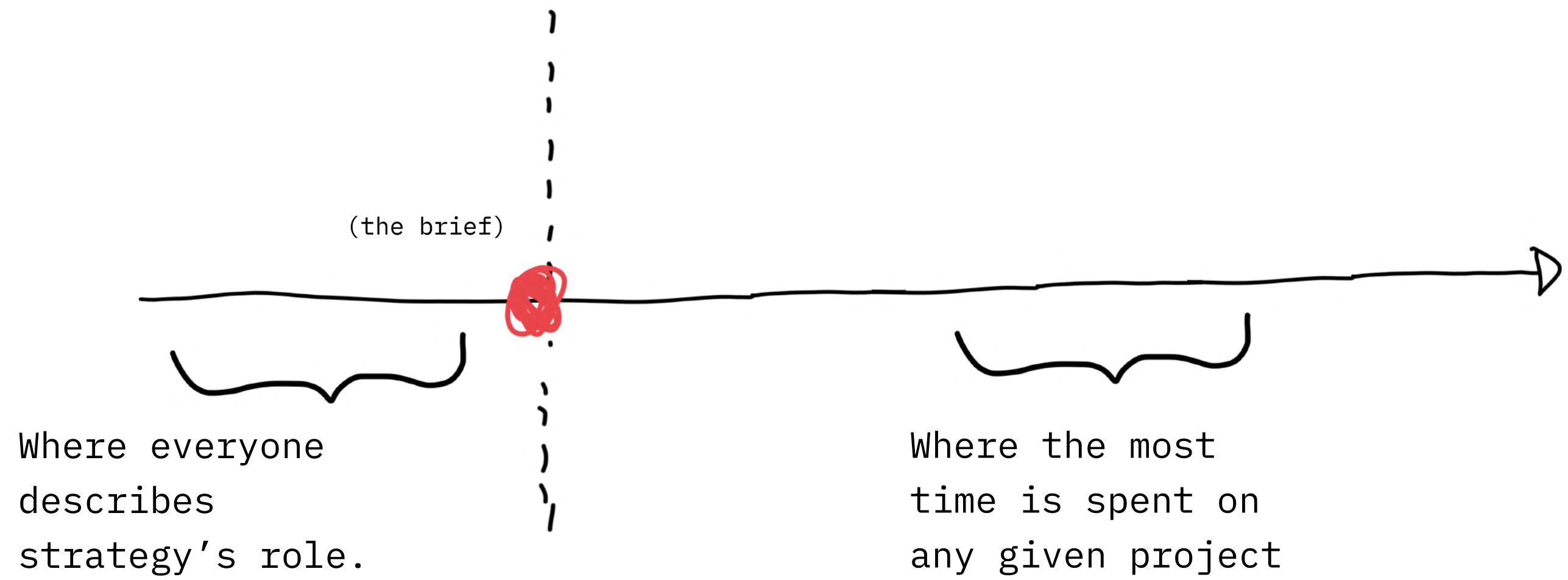
TIME LINES

STRATGEY;

WHAT- *UNCERTAIN*

WHEN- *UNANIMOUS*







Scheme

Collect ideas

Build

Pick the strongest

Polish

bring it life



Scheme

Collect ideas

Build

Pick the strongest

Polish

bring it life



Round 1 internal.



Scheme

Collect ideas

Build

Pick the strongest

Polish

bring it life



Round 1 internal.

NOW REPEAT THIS PROCESS OVER AND OVER

If the first time you're
interacting with the creative team
is in the first internal review,
**you are a barrier, not a
contribution.**

“What is the role of a strategist after the brief?”



“What is the role of a strategist after the brief?”

**“STAY OUT OF OUR WAY TILL WE CAN LAUNCH
CREATED ADS AND GET DATA FOR THEM”**

OR...

“What is the role of a strategist after the brief?”

“SUPPORT SUPPORT SUPPORT”

“What is the role of a strategist after the brief?”

**“FEEDBACK IDEAS, REVERSE-ENGINEER A STRATEGY
TO SELL A GREAT IDEA”**

“What is the role of a strategist after the brief?”

**“CHAMPION AND HELP DRIVE
THE NARRATIVE OF THE WORK”**

“What is the role of a strategist after the brief?”

“BE AVAILABLE FOR QUESTIONS.

**GIVE FEEDBACK TO THE CD (NOT THE TEAMS)
IF THE WORK STRAYS TOO FAR OFF BRIEF.**

HELP SELL THE WORK.”

“What is the role of a strategist after the brief?”

“A COLLABORATIVE PARTNER.

**SOMEONE TO HELP KEEP US CREATIVES HONEST TO
THE OBJECTIVE WE’VE ALL ENDEAVORED ON
TOGETHER”**

“What is the role of a strategist after the brief?”

**"MAKING SURE STRAT, ACCOUNT AND CREATIVES
ARE ALL ALIGNED ON THE AMBITIONS"**

"What is the role of a strategist after the brief?"

**"TO BUILD A CASE FOR WHY THE IDEAS ARE DOING
THE JOB THEY'RE SUPPOSED TO.
VALIDATE AND DEFEND THE WORK"**

"What is the role of a strategist after the brief?"

**"IDEALLY: A TRUSTED SENSE-CHECK, A POTENTIAL
COLLABORATOR...
NOT A GATEKEEPER."**

"What is the role of a strategist after the brief?"

**"STRATEGISTS CAN NOT BE SEPARATED FROM
CREATIVE TEAMS.
THEY ARE PART OF THE CREATIVE DEPARTMENT.**

**A STRATEGIST'S JOB IS TO FIND SOMETHING
INTERESTING
TO SAY ABOUT A PRODUCT/BRAND AND A CREATIVE'S
JOB
IS TO FIND AN INTERESTING WAY TO SAY IT."**

"What is the role of a strategist after the brief?"

"OFTEN STRATEGISTS CONSIDER THEMSELVES ALLIES WITH THE ACCOUNT TEAM, WHEN IN REALITY THEY SHOULD ALWAYS BE ON THE SIDE OF THE CREATIVE."

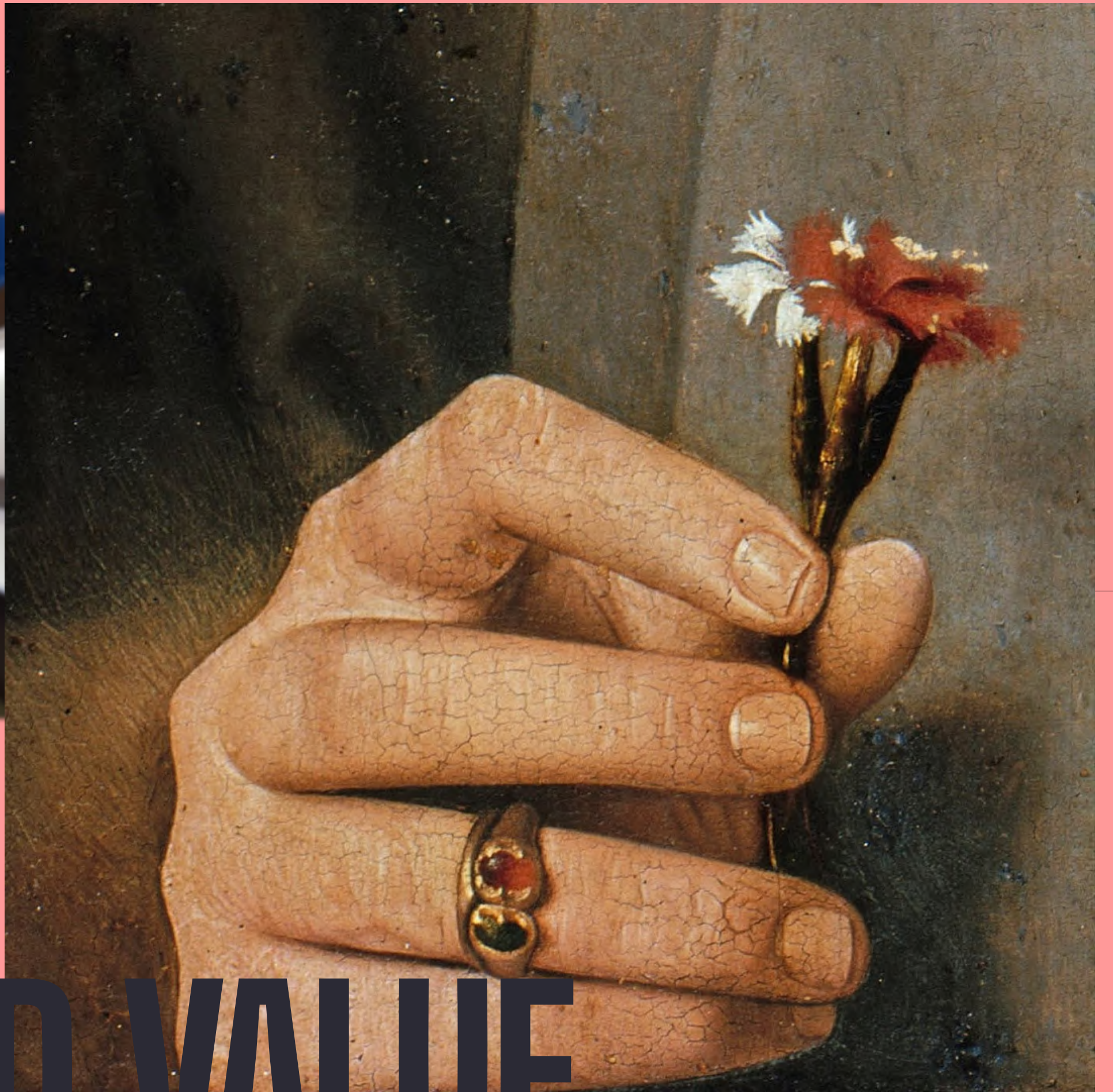
you
and me

Should be
Creative + Strategy

ALWAYS.

vs. the world

03

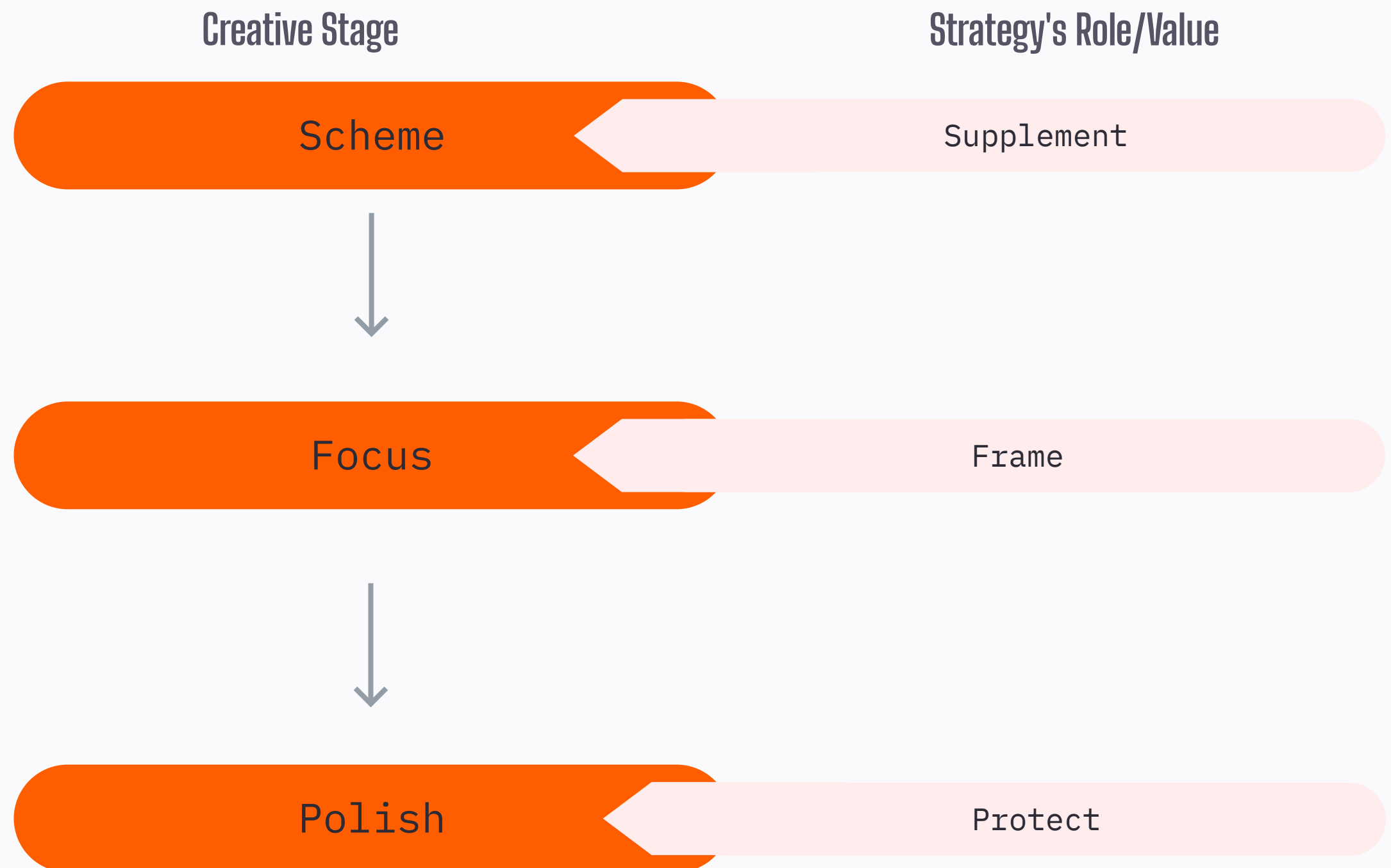


ADDED VALUE

A Strategy is only
as good as the
value it provides.

"Someone who tees up creative."

Post briefing,
but prior to the
first internal,
this primarily
involves 3 roles
for the
strategist – each
corresponding to
the stages of the
creative process;



Creative

Scheme



Strategy

Supplement

Coming out of a brief, creatives need time to digest, explore, percolate and wonder.

Strategy feedback is of little value here.

Delegate yourself to whatever the creative team needs – be it a competitive audit or a coffee.

Focus



Frame

As “what if” becomes “How” the role of the strategist changes.

Help the team organize the ideas into buckets or clarify a log line for each concept.

Polish



Protect

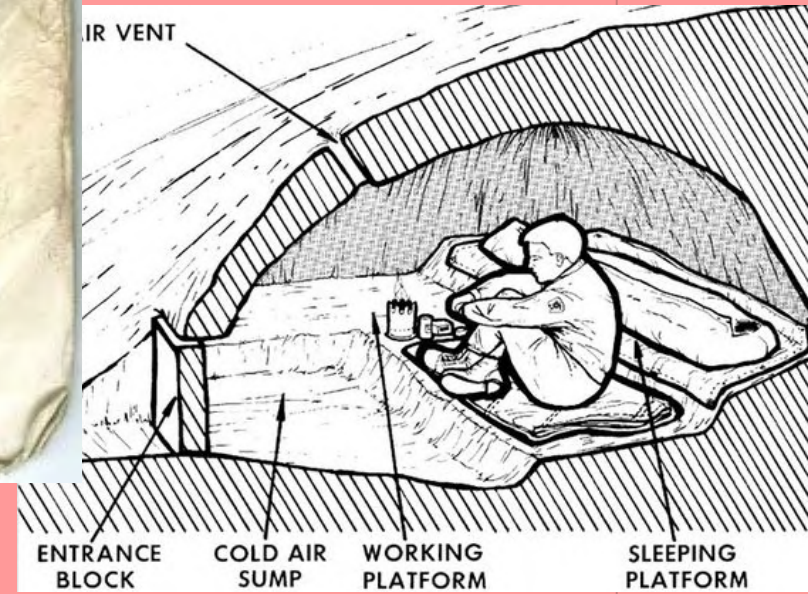
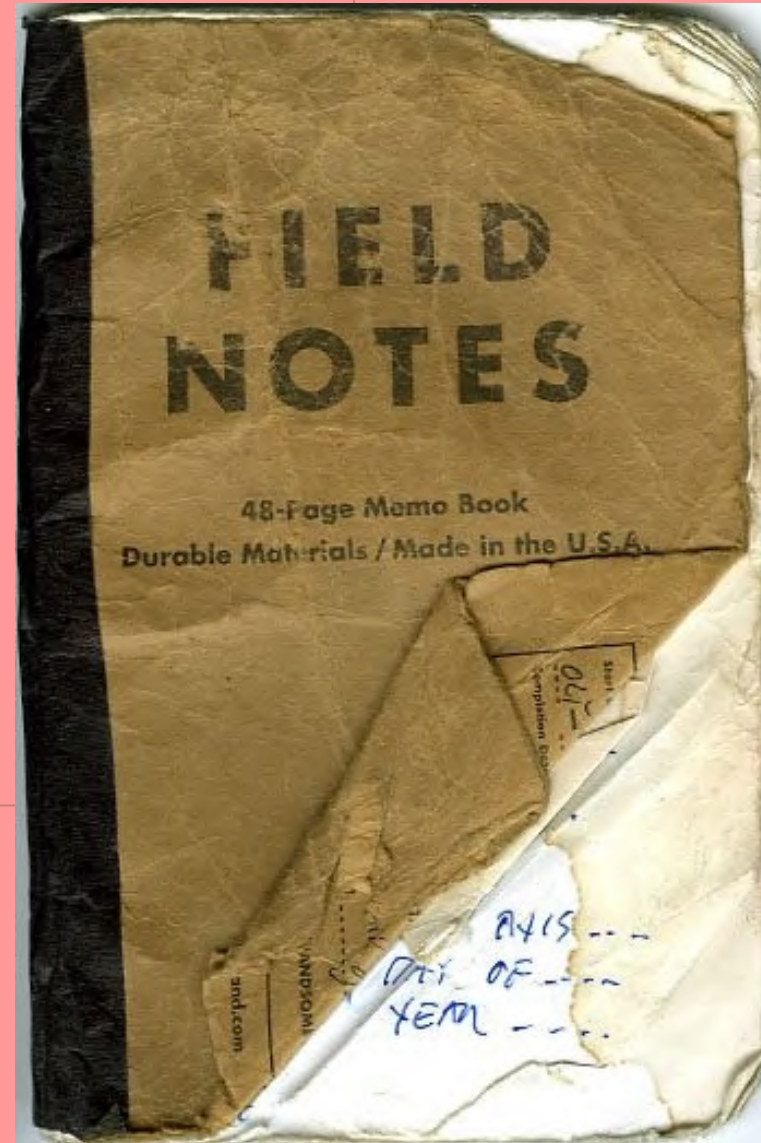
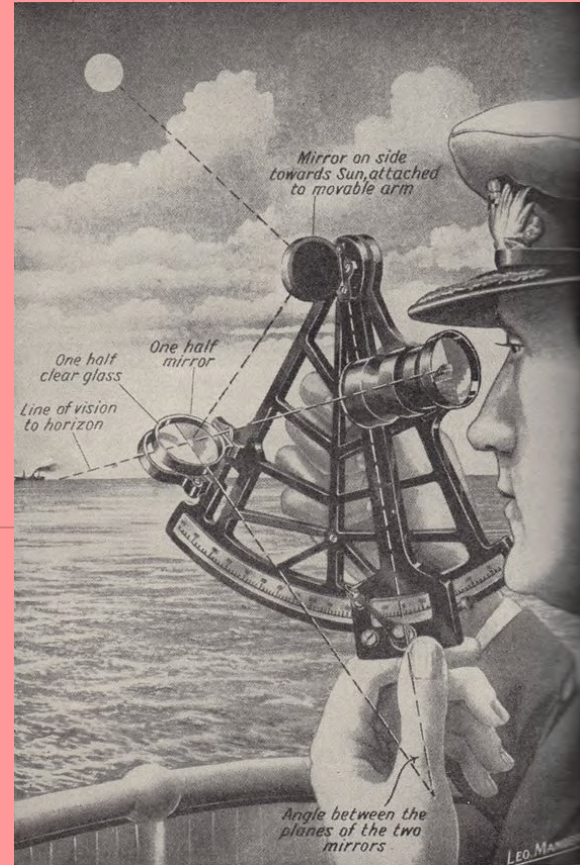
Help structure the work and how it is presented in a way that makes sense to the business.

Which can be hard... some of the best ad campaigns made very little sense.

But they worked because they were pure in their creative delivery.

This is where the job is literally to "tee up the creative"

04



POCKET GUIDE

POCKET STRATEGY SURVIVAL GUIDE

01

SIT WITH THE CREATIVES

- REMEMBER THAT WE ARE THE ONLY DEPARTMENT THAT ISN'T ACTUALLY NEEDED. WE EXIST TO MAKE THE CREATIVE OUTPUT STRONGER.

02

PROTECT THE WORK

- STRATEGY IS GRANTED A CERTAIN LICENSE TO PUSH BACK.
- USE THIS TO PROTECT THEIR IDEA, NOT PUSH YOUR OWN AGENDA.

03

ADD VALUE FOR THE TEAM.

- ONLY SPEND YOUR TIME ON THINGS YOU KNOW TO BE OF VALUE.
- VALUE IS DETERMINED BY USE.
- IF IT WON'T BE USED OR ADD VAULUE, DON'T DO IT.

04

BE KIND TO THE IDEA.

- EVERY DAY, CREATIVE HAS THEIR IDEAS BUTCHERED. IDEAS THEY FELT GOOD ENOUGH ABOUT TO SHARE.
- CRITIQUE IDEAS LIKE YOU ARE TALKING TO A PERSON'S SENSE OF SELF.
- ADDITIOALLY, N

05

CLARITY & BREVITY IN ALL

- THERE IS NO PIECE OF FEEDBACK MORE CONSISTENT FROM CREATIVES THAT WE NEED TO BE MORE CONCISE AND CLEAR. MAKE IT A HABIT, NOT AN AFTERTHOUGHT.

THANKS.



Here are some places you can find me;

[Stratscraps.substack.com/](https://stratscraps.substack.com/)

alexmorris.co

are.na/alex-morris

twitter I guess? (@alexmorrisnorth)

And Resources I've compiled.

The Strategy and Planning Scrapbook

Creatives on Strategy

Resources page on substack

Pitch

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