

REICHLUNDPARTNER
Advertising

RUP AdAcademy

The RUP model for successful cooperation.



Creativity

Advertising is driven by **creativity**. And creativity thrives on the infinite variety of ideas. Ideas do not appear out of thin air. Many people are involved in the creative process and are ultimately responsible for the creative output.

Creativity

The client, who expresses exactly what is needed in his briefing and also inspires his agency with the specification, **the consultants** as the interface between creation and client, and finally **the creatives** in the advertising agency, from whom creative output is expected.

A small request

Whenever one of the three players fails, creativity suffers. That's why it's important to us that we all understand what's at stake and how we can create **an interplay between „client“, „advisor“ and the „creativity“** so that creative performance becomes possible at all.

Briefing

1. Write briefings that are enthusiastic.

Do not only tell us Clearly what you expect from us, but inspire us with your brief. If you as a client are not fascinated by the task, why should the agency be? We will be happy to work out the task, the briefing, together with you.

USP

2. Define the „USP“

Sometimes the USP is considered outdated. And thus also the Single-Minded-Proposition. But it is precisely this single-minded proposition that is the prerequisite for developing great ideas.

Reconciliation

3. Coordinate briefing and strategy before brainstorming.

Only if there is a consistent perception of the problem behind the idea, it can be checked afterwards whether the brilliant idea also communicates what it is supposed to communicate. a strategy that defines the goal, the target group, the message and the benefit helps to agree in advance what the communication should say.

Creative pressure

4. Put us under creative pressure, not time pressure.

Challenge us precisely in those areas for which we are „made“. Demand new unusual and fresh strategies and Ideas from us and also give us a little time to do so.

Creative pressure

Because you usually have to fill the waste paper baskets to generate a single top idea. As our client, you should not only tolerate or expect creative excellence, you may demand it from us with a clear conscience!

Review

5. Let us know what you think of our ideas.

Your briefing is the prerequisite for the development of creative ideas. The more precisely you know what you expect from us as your agency, the more targeted our creatives can develop ambitious solutions.

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Thx!

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