



“...to organize & capture your concepts before they slip away”

Exclusively from Cliff Quicksell Associates
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Purpose of this Marketing Workbook

Statistics say that you have six (6) seconds or less to capture an idea before it disappears. All too often we get an idea with the thought that we will “...write it down later...”, but more often we get caught up, we forget and when we go to write it down, we have forgotten many of the elements of our original thoughts. If we do happen to write the concept(s) down, they generally are on scraps, floating around our office or on scraps of notepad all looking for a home.

Ideas have a life and they have a tendency to feed off one another - ideas grow, they spawn other thoughts, they have legs - they can run, and if nurtured properly they can come alive and gain inertia.

Use this journal as a tool to house and archive your creative thoughts and ideas; use it regularly, use it with clients, use it with staff - but use it. When you get an idea, write it down, sketch it out - let your creativity flow - **NO IDEA IS STUPID!**

Come back to your journal, look at several pages, is there a possible connection between the different archived ideas? Can you take some elements of one combine it with elements of another and create something yet different and brilliant again, something that no one has ever imagined? Can you create marketing magic? **YES YOU CAN!**

Take the time to read through the information attached, read it thoroughly before you begin, embrace this journal, use it, make it a habit, take it on calls, prepare - think - imagine the possibilities and create magic!

If you heed this advice, it will serve you well and you will reap some incredible results - if you need help - give me a call

All the best - let me know what you think!

Cliff Quicksell, CSP, MASI
President
Cliff Quicksell Associates



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Discovery Creative Brief is designed to set the expectation levels and goals up front, so everyone is on the same page as it relates to a specific project. Excellent way to streamline the process. If you have questions on its usage, refer to the detail sheet that give further explanation.

(Name of the Company)
Discovery & Creative Brief

Client Organization _____

Contact Name: _____ Contact Number: _____

Contact Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Project Summary:

Clear, concise description of the project— keep it brief

Target Audience:

Specifically, who are you trying to attract?

Key Message:

What one or two key points important to the success of the program?

Key Benefits

What specifically is in it for the audience?

Competitive Positioning

Discuss the competition, market realities, obstacles, hurdles.

Communication Strategy:

Additional media, or specific logos, mascots, key contacts.

Desired Message Tone:

Perception of the message...creative, innovative, fun, risqué, conservative, reserved, serious.

Project Timelines:

Indicate and determine major milestones.

Anticipated Budget:

Consulting, art & graphics, deliverables, packaging, kitting, freight

Area(s) of Concern:

things, ideas, topics, colors, messaging that need to steer clear of.

Other:

Any additional information that will aid in the success of the program.

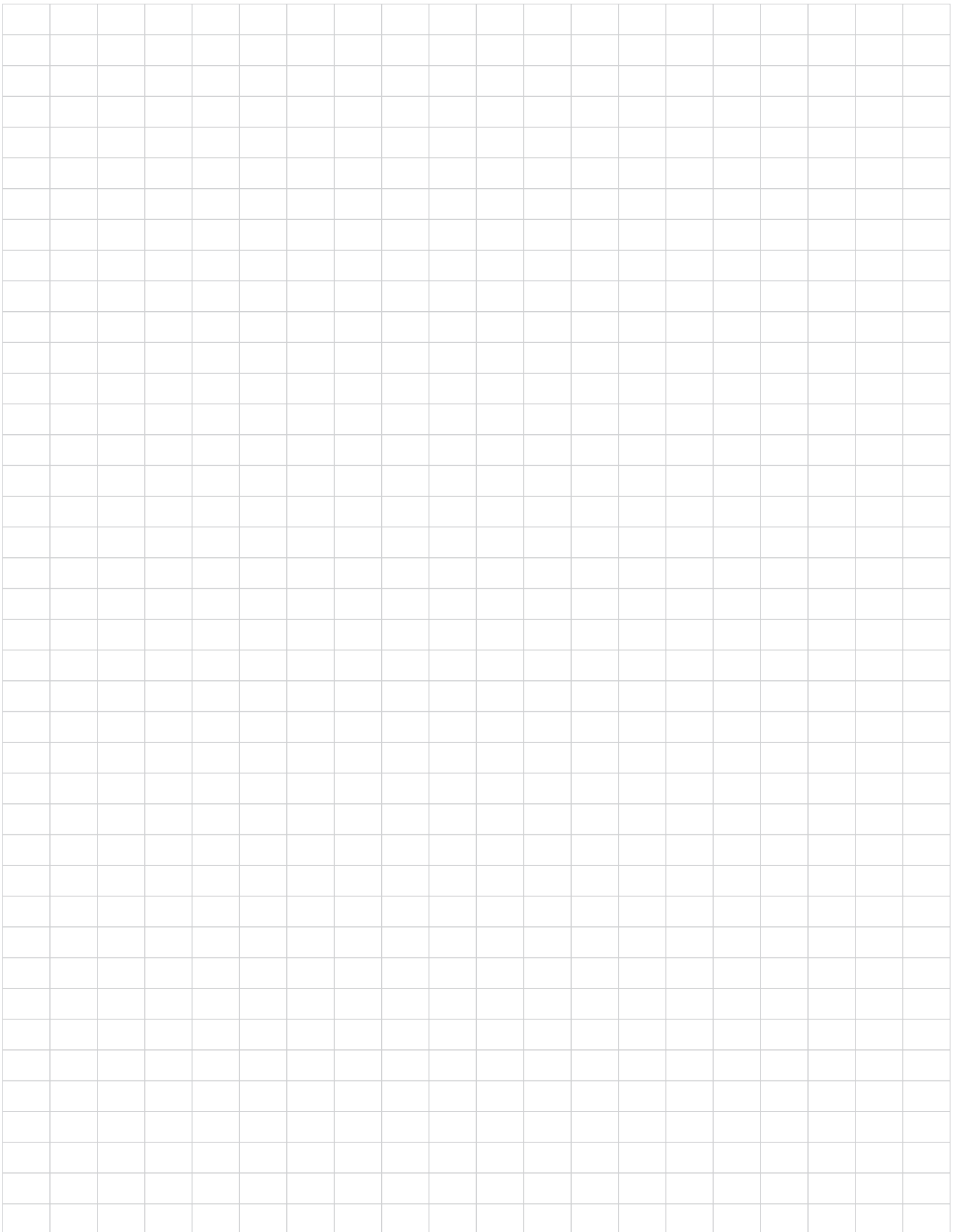
Prepared by: _____ Date: _____

Approved by:

Client Name(s): _____

Approval Signature: _____

Date: Approved: _____



Periodic Table Elements for Creative Marketing

1 CA Cards	2 PA Paper	3 IK Ink	12 SR Serious	21 DRW Drinkware	30 INN Innovation	38 BRL Brilliance	46 EN Entice	54 TYP Type	62 BAL Balance	70 SKU SKUs	78 CC C. Carrier	86 FOL Folios	94 LAB Labels	102 TU Tubes	110 SML Smell	119 RTN Retention	129 INS Insurance	140 TVL Travel	137 HOS Hospitality
4 BKL Booklets	13 CTV Conservative	22 PNS Pens	30 INN Innovation	38 BRL Brilliance	46 EN Entice	54 TYP Type	62 BAL Balance	70 SKU SKUs	78 CC C. Carrier	86 FOL Folios	94 LAB Labels	102 TU Tubes	110 SML Smell	119 RTN Retention	129 INS Insurance	140 TVL Travel	137 HOS Hospitality	127 RTL Retail	138 SPT Sports
5 FLY Flyers	14 UNQ Unique	23 APP Apparel	31 UTY Utility	39 INS Inspire	47 INV Invite	55 COL Color	63 IMG Imagery	71 STG Storage	79 COU Courier	87 EBS Emboss	95 GLT Glitter	103 PPD Pillow Box	111 TA Taste	120 TAU Target Aud.	130 LGL Legal	141 POL Political	118 ENG Engagement	128 FIN Financial	139 IT Technology
6 PC Post Cards	15 RQE Risque	24 CA Caps	32 GEN Genius	40 COL Collaboration	48 INS Inspire	56 SH Shapes	64 PHO Photography	72 KIT Kitting	80 FX FedEx	88 DBS Deboss	96 DSB Dye-Sub	104 CTM Custom	112 TCH Touch	121 BGT Budget	131 MFG Manufacturing	142 AVI Aviation	118 ENG Engagement	128 FIN Financial	139 IT Technology
7 BRO Brochures	16 FN Fun	25 TK Tech	33 IM Imagination	41 OOX Out of Box	49 ENG Engage	57 PAT Patterns	65 VID Video	73 SHP Shipping	81 DHL DHL	89 SP Screenprint	97 TDP 3-D Puff	105 PBG Polybags	113 HR Haaring	122 AUT Automotive	132 MDA Media	143 ACC Accounting	118 ENG Engagement	128 FIN Financial	139 IT Technology
8 CAT Catalogs	17 ENG Engaging	26 DI Desk Items	34 IN Inspiration	42 ORG Originality	50 AWN Awareness	58 STY Style	66 DSN Design	74 CS Co. Stores	82 WEB Website	90 LZR Laser	98 TRN Transfer	106 POS Point Sale	114 STE Sight	123 CON Construction	133 HLC Healthcare	144 ERG Energy	118 ENG Engagement	128 FIN Financial	139 IT Technology
9 DIE Die Cutting	18 SMP Simplistic	27 CGF Corp Gifts	35 VSN Vision	43 MOT Motive	51 TRF Transform	59 LO Layout	67 INV Inventory	75 ASB Assembly	83 SOM Social Media	91 ETC Etching	99 VNL Vinyl	107 BGS Bags	115 ROI Rtn Invest	124 EDU Education	134 NPR Non-Profit	145 CAN Cannabis	118 ENG Engagement	128 FIN Financial	139 IT Technology
10 PAN Pantone	19 ADV Adventurous	28 AWD Awards	36 STL Storytelling	44 CHG Change	52 PRV Prove	60 SP Spacing	68 DS Drop Ship	76 USM US Mail	84 EMB Embroidery	92 FCP 4C Process	100 BX Boxes	108 TNS Tins	116 ROO Rtn Objctve	125 ENT Entertainment	135 RES Real Estate	146 FIT Fitness	118 ENG Engagement	128 FIN Financial	139 IT Technology
11 BND Binding	20 BG Bags	29 BUT Buttons	37 ICB Incubation	45 IFM Inform	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Pad Print	93 DGL Digital	101 TIS Tissue	109 BUB Bubble Mail	117 KPI Key P. Ind.	126 EVT Events	136 RLG Religion	146 FIT Fitness	118 ENG Engagement	128 FIN Financial	139 IT Technology

Critical Elements For A Successful Creative Campaign

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