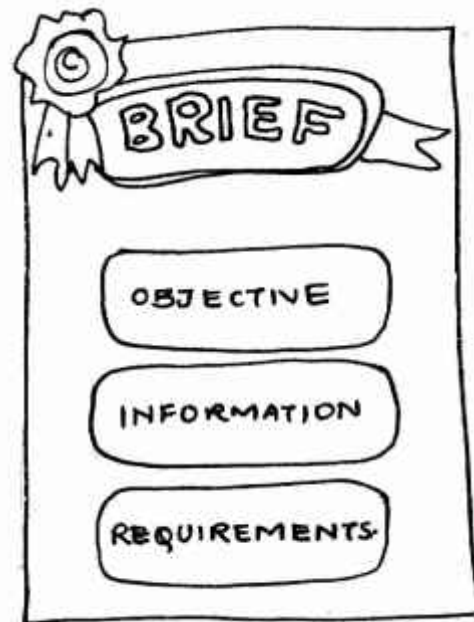


THE
10
COMMANDMENTS

#1

THOU SHALT ARRIVE AT A BRIEF
THAT IS CLEAR IN ITS OBJECTIVE,
COMPLETE IN ITS INFORMATION,
EXACTING IN ITS REQUIREMENTS
AFTER DUE CONSENSUS WITH
RELEVANT DEPARTMENT MEMBERS.



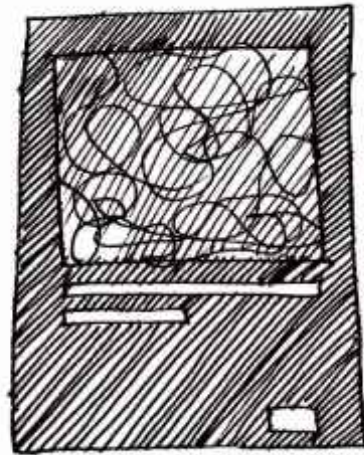
#2

THOU SHALT TREAT THE BRIEF
AS THE BIBLE
AND MAKE SURE YOUR AGENCY DOES THE SAME



#3

THOU SHALT STATE
THE STRATEGIC PROBLEM WITH CREATIVE,
NOT PRESCRIBE THE CREATIVE SOLUTION



IT LOOKS
TOO CLEAN

WHY DON'T
YOU REVERSE
THE COLOURS?

#5

THOU SHALT APPOINT A SINGLE KEY PERSON
TO GIVE A CONSOLIDATED FEEDBACK AND/OR APPROVAL



#4

THOU SHALT NOT USE AGENCY'S CREATIVE
AS A SPRINGBOARD TO REVISIT THE BRIEF



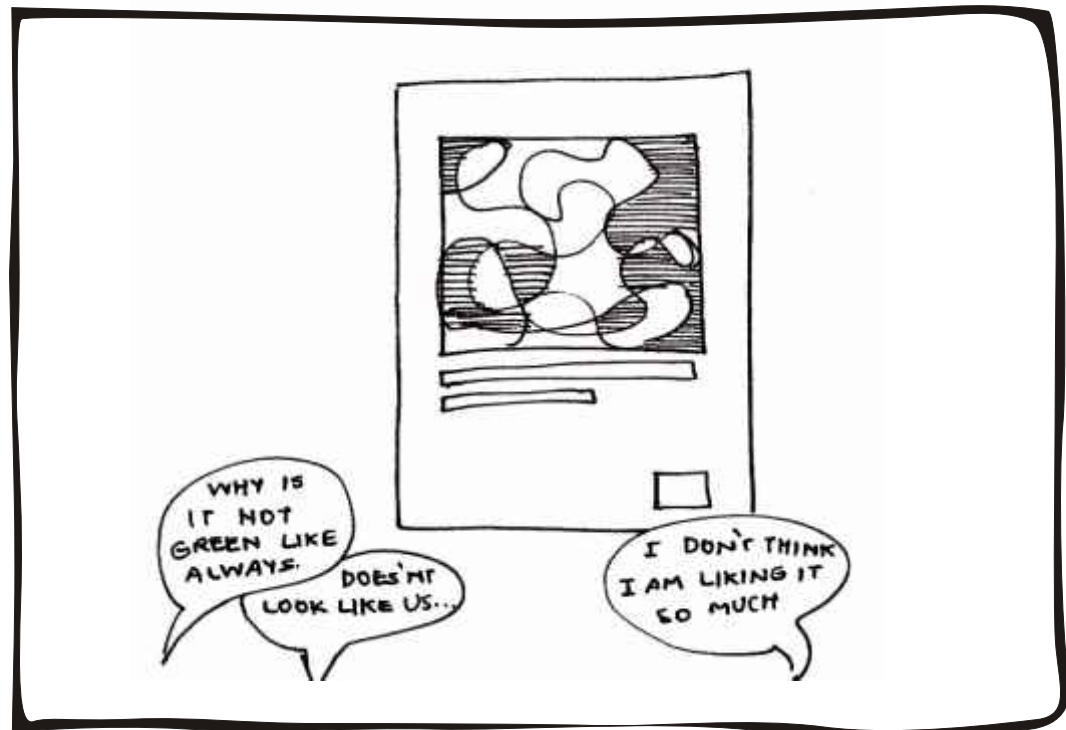
#6

THOU SHALT GIVE FEEDBACK ONLY BASIS
THE BRIEF GUIDELINES MUTUALLY AGREED UPON



#7

THOU SHALT NOT REJECT IDEAS
BY GIVING FEEDBACK THAT CANNOT BE
ARTICULATED ON A RATIONAL BASIS.



#8

THOU SHALT GIVE THE AGENCY
ENOUGH TIME, SPACE AND LIBERTY
TO DO JUSTICE TO THE BRIEF.



#9

THOU SHALT NOT TREAT THE AGENCY
AS A VENDOR OR SUPPLIER,
BUT TRUST, RESPECT AND HONOUR
IT'S COMMITMENT TO YOUR BRAND/ ORGANISATION.



#10

THOU SHALT FOLLOW
THE NINE COMMANDMENTS
WITHOUT EXCEPTION

