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When considering creative strategy, be sure to remain focused on effective communication. It can be lost in the midst of all the planning, but it is critical. The overall goal of any brand strategy is to communicate to the public effectively. What you choose to communicate is up to you. This is where you get to be creative.

**Why You Need a Creative Strategy In Your Marketing Plan**  
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Creative strategy is a strategy that is created by a team, usually consisting of copywriters, an art director and a creative director. These professionals come together to create a strategy that is going to help the marketing campaign meet the specific goals that the company has set out.

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Focusing on the idea that good advertising always starts with an understanding of people and an awareness of their needs, the text advances through the creative process step by step. It focuses first on the creative person, and then on strategy and problem solving. Complementing expert instruction with extensive examples of layouts and ad copy, this book gives you all the necessary tools to ...

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Advertising tactics are normally the exclusive domain of the advertising agency. The creative strategy translates the target audience and messaging guidance from your advertising strategy into specific guidelines for agency art directors and copywriters to create the actual advertising product. The media strategy specifies the media vehicles ...

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