



## The Impact of Creative Process

By Barrett Communications

### What is it?

The Creative Process refers to the steps involved in driving any design or branding initiative from concept to completion. We like to compare the Creative Process to that of a series of blocks stacked on top of each other. Remove one or more of the blocks, and you have a hole that jeopardizes the integrity of the entire structure.

The success of every creative project depends on the effectiveness of each step in the Creative Process. Denying any portion of the process can result in wasted time, wasted money, and a shorter than expected shelf life of the end product.

### Why is it important?

In any design or branding endeavor, the Creative Process is where research, strategy, message, form, and function combine. It's the impetus of project milestones when ideas become tangible and opportunities for improvement are revealed. Brand differentiation, extended shelf life, and unique customer experiences are a direct result of this process when executed by experienced and talented design professionals.

### Who uses it?

Surprisingly, more industries employ the Creative Process than you might think—each seeking fresh and outstanding out-of-the-box concepts. Long gone are the days of the lone wolf and artsy creative type. Great ideas are important to all businesses and few great ideas are born in a vacuum.

In the hands of an experienced integrated media design team, the Creative Process yields an immersive opportunity to uncover a variety of ways to tackle any design or branding dilemma.

### How do you do it?

To make the process work, you [the client] must play an active role. Your participation helps our team get to the core of your marketing challenges. If your positioning needs and objectives are clearly defined, the Creative Process is much more effective at providing unique and memorable solutions. Accurately stated goals and objectives save time throughout the process while adding value to the overall impact and longevity of your brand.

It's also important to understand how budget impacts process boundaries. In an effort to save money, truncating or cutting dollars invested in the Creative Process is tempting; however, such a decision could come back later to dilute and confuse your brand in a variety of ways such as misaligned messaging or conventional and mediocre design approaches. It may be better to scale down the ambitions of the project or to consider a multi-phase, long-term approach instead.

### Conclusion

In the end, the Creative Process is a powerful tool—applied to a rich mix of media—that focuses everyone's efforts to deliver effective and meaningful communications that connect with your audience and provide greater value to your brand investment.

Read more about Barrett's Creative Process at <http://www.barrettcommunications.com/approach/>.