

Read between the Brief

**The phrases and gaps that quietly turn
briefs into rework.**

If your brief contains these, creative teams will have to guess.

SECTION : 1

Language that sounds clear (but isn't)

High-level words that invite

Triggers:

- Innovation
- Transformation
- Future-ready
- Premium
- Bold but simple
- Modern and clean

These words align people in meetings, but fragment execution.

SECTION : 2

Intent that never became direction

Intent discussed, but not translated

Triggers:

- We'll know it when we see it
- This should feel right
- You know what we're going for
- Like the last campaign, but evolved
- Aligned to strategy

When intent isn't explicit, interpretation fills the gap.

SECTION : 3

Missing execution signals

What creative teams are left to infer

Triggers:

- No clear emphasis or priority
- No stated "avoid"
- No definition of success
- No clarity on trade-offs
- No shared mental picture

This is where rework usually begins.

SECTION : 4

The early warning signs

Signals your brief isn't ready yet

Triggers:

- The brief needs a long kickoff call to explain
- Different stakeholders describe the goal differently
- Feedback introduces new intent late
- Versions start multiplying early
- Creative teams ask "basic" questions after starting work

These aren't people problems. They're clarity problems.

When interpretation starts, cost follows.

GudBrief is designed to catch such triggers while you're writing the brief before creative work begins.

First brief free: gudbrief.com

