

A portrait of Kit Altin, a man with dark hair, looking down and slightly to the side. He is wearing a blue button-down shirt. The background is a blurred office setting.

KIT ALTIN

Briefing Your Creative Team

“Good creative briefs should set off little bombs in people’s minds.”

Kit Altin

Kit Altin is a Planner in one of the world’s biggest agency networks, Leo Burnett.

She’s been there nine years, in which time she’s been responsible for briefs that have inspired countless creative people towards success and awards.

Among accounts she has worked on are McDonald’s, Max Factor and Littlewoods, winning a gold award from the Marketing Society for her work on McDonald’s “We all make the games” created for the 2012 Olympics in London.

Before Leo Burnett she plied her craft at GT London, helping to guide the strategic fortunes of companies like Audi. She’s also put in time at AMX Studios where she produced, edited and managed digital content, and at Interbrand.

These days, Procter and Gamble occupies much of her time. Kit is the Leader of Integrated Planning for P&G fabric care brands across the UK and Europe.

With that kind of pedigree we are delighted to see Kit leading Creative Training Sessions for D&AD.



What Kit’s session does

There’s a saying from the early days of computer programming, “garbage in, garbage out”.

It’s the same with a creative team. The better the brief, the better the work they produce. It’s obvious, really, but it’s amazing how many bad briefs still find their way into creative departments. Kit’s session is designed to eliminate these bad briefs and accentuate good ones. She will do this the only way she knows how: by asking you to write a brief, while guiding you rigorously through every stage of that process. She will share many of her secrets that will show you how to turn an uninspiring and run-of-the-mill brief into something that will get the creative juices flowing. She will tell you what sort of questions you should ask a client, how to uncover novel consumer insights, and, perhaps most crucially of all, how to phrase your brief in such a way that there is no danger of it being misinterpreted.

Who it’s for

- Junior planners
- Account executives
- Anyone tasked with the challenge of writing a creative brief
- Members of marketing departments
- Anyone who’d like to understand more about what constitutes a good brief for a creative department

What has Kit done that she’s most proud of?

The campaign Leo Burnett launched for the RNLI, “Respect The Water”.

“Respect The Water” tackles the UK’s drowning problem, which is huge – more people drown each year in the UK than are killed in cycling accidents. 80% of them are men.

“The campaign’s objective is to get the great British male to think more carefully about how he behaves around the sea, and thus change his behaviour.”