Selfstorming

FRAMEWORK TEMPLATE

Get Who To By

A one-line creative brief: get [audience] who [insight] to [response] by [message]. If it fits, the strategy is clear. Origin: BBDO Get/To/By creative-brief tradition

GET

WHO

TO

BY

- **GET:** The target audience - the smallest, most winnable, highest-impact group, defined as a who, not what they should do.
- **TO:** The action or shift we want from them, said plainly enough to brief a creative team tomorrow.
- **WHO:** What we know about them - the mindset, behaviour or belief right now that reads straight on from GET.
- **BY:** The strategy engine - the hook, lever or cultural moment that makes the behaviour feel inevitable.