



# BetterBriefs Academy

**51%** of marketers lack training in brief writing

Our **online brief writing course** has been designed for all marketers actively involved in writing, contributing to and approving briefs. It's full of tools, frameworks and examples that will have an immediate impact on your briefs and help you realise more effective ideas.



**Matt Davies**



**Pieter-Paul von Weiler**

Matt and Pieter-Paul are two ex-agency strategists and the founders of BetterBriefs. They've received and written 1,000s of briefs. Their work in effectiveness has been recognised with over 20 Effie awards, including 2 Grand Effies and an IPA effectiveness award.



*I enjoyed the course a lot, the format, the way the information was presented. I took away many great lessons.*

Digital Marketing Manager

*This course is very good for a wide group – both for junior marketers who are just learning to write briefs and do not have bad habits, and for more experienced people who want to improve and polish their briefs.*

Senior Online Marketing Specialist

*This training was eye-opening for me and my team. It had immediate impact and continues to add value.*

Head of Brand



**+67% NPS**

## Content overview

- 1 Importance of briefs
- 2 Recognising good briefs
- 3 Objective setting
- 4 Target audience definition
- 5 Message + reasons to believe
- 6 Briefing the brief
- 7 Final graded assignment



**Digital certification**



**2 x Live Q&As**



**8 hours of learning over 4 weeks**

**Learn to write briefs that land better with agencies**

'I consider myself/my clients good at writing briefs'

BetterBriefs survey: 1731 respondents

**80%**  
of marketers agree

**10%**  
of creative agencies agree

**2024 course dates:**  
**19 FEB - 3 JUN - 7 OCT**

**Want to write better briefs?**

[academy.betterbriefs.com](https://academy.betterbriefs.com)

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