

Creative brief

Why are we advertising

Tempt consumers to try Gray's Cookies because they are the "best tasting yet guilt free pleasure."

The logo for Gray's Cookies, featuring the brand name in white serif font on a dark red square background.

About our consumer

Our target

"Proactive Preventers," suburban working moms, 35-40, who are willing to do whatever it takes to stay healthy. They run, workout and eat right. For many, food can be a stress-reliever and escape even for people who watch what they eat.

Consumer's enemy

Temptation and guilt when they cheat.

Consumer Insights

Once consumers cheat on their diet, it puts their whole willpower at risk. "Once I give in to a cookie, I can't stop myself. They taste too good. It puts my diet at risk of collapsing. I feel so guilty."

What does our consumer think now?

While Gray's Cookies have achieved a small growing base of brand fans, most consumers remain unfamiliar with the brand and have yet to try Gray's. Those few who love Gray's, describe it as "equally good on health and taste."

What do we want consumers to do?

TRY Grays, and we know once they do, the great taste will win them over.

Tone we take with our consumers

A safe choice, honest and down-to-earth.

About our brand

Main message

With Gray's Cookies, you can do what you want and stop feeling guilty over eating a damn cookie.

Support points

Grays Cookies matched the market leaders on taste, but only has 100 calories and 2g of carbs. In a 12-week study, consumers using Gray's once a night lost 5 lbs.

Brand Idea

Gray's are the best tasting yet guilt-free pleasure so you can stay in control of your health and mind.

Brand Assets

Story of our New England family recipe, our signature stack of beautiful cookies, and tagline "More Cookie. Less Guilt."

Our ask

Media Choices to explore

Main creative will be 30 sec TV ad, supported by event signage and in-store display. Carry idea into digital, social media and build a microsite

Writing Brief

Jianjun Gao



Writing Brief:

Seasons of Writing with AI: Master the Prompts, Systems, and Workflows to Supercharge Your Author

Business Stacey Anderson, Steph Pajonas, Elizabeth Ann West, 2025-08-27 So you've started using AI but it's not the magic bullet you hoped for. The output is generic, the process is clunky, and you're spending more time fixing text than writing it. Sound familiar? You're not alone. *Seasons of Writing with AI* is your practical field guide to bridging the gap between AI's promise and its reality. This isn't another beginner's guide or philosophical debate; it's a collection of battle-tested strategies from 18 months of real-world use by publishing authors who are thriving with AI. Inside, you'll discover Your Personal AI Style. Find out if you're a Gardener, Weaver, Baker, or Architect and build a workflow that actually works for you. Advanced Prompting Systems, Master Writing Briefs and Megaprompts to generate consistent, high-quality prose with minimal editing. How to Speak AI's Language: Overcome frustrating miscommunications and get the specific results you want every time. Beyond the Manuscript: Transform your marketing, create stunning visuals, and even produce audiobooks. Stop wrestling with your AI and start a true creative partnership. Your journey from frustration to mastery begins here.

A Coursebook on Scientific and Professional Writing for Speech-Language Pathology, Sixth Edition M.N. Hegde, 2022-12 A Coursebook on Scientific and Professional Writing for Speech Language Pathology Sixth Edition is a unique interactive resource to help students develop the strong writing skills necessary for a successful clinical or academic career in speech language pathology. The book not only describes the principles of good writing but also contains numerous opportunities to practice writing skills replete with exemplars. The Coursebook is ideal for dedicated courses on scientific and/or professional writing and can also be used in courses on assessment, research methods, and clinical methods and practicum. The first section of the book is a refresher on the basic rules of grammar, punctuation, and composition. The second section is focused on scientific writing and explains the different types of academic publications, offers tips on how to write without bias, and describes the typical manuscript formatting required for scientific publications. It also includes examples of the elements of scientific style such as capitalization and abbreviations, how to reference sources cited within the text, and how to prepare the reference list. Also covered are how to submit a manuscript to scholarly journals and best practices for proofreading and making revisions. The last section is focused on professional/clinical writing and the various written communications speech language pathologists (SLPs) prepare as part of their jobs. These include diagnostic reports, brief and comprehensive treatment plans, and progress reports. The book ends with a section on report writing for SLPs working in public schools, including assessment reports, IEPs, and SOAP notes. A unique and student-friendly feature of the book is its practical design. The first two sections provide incorrect exemplars; the user can rewrite or write correctly. In the last section, left-hand pages show specific examples of general scientific or professional writing, and the corresponding right-hand pages allow students to practice writing. Updates to the Scientific Writing section include: The text incorporates APA 7th edition changes to reference

citations and preparation of the reference list along with updates on how to cite electronic sources The bias free writing section is updated and expanded to include appropriate terms and writing style to describe LGBTQ community members A glossary is provided for easy reference Information on how to submit content to academic journals and conferences preparing electronic manuscripts and making revisions in light of the copyeditor's comments have been updated to current publishing industry standards Updates to the Professional Writing section include The text includes current clinical terminology and practice in speech language pathology A new trial by trial treatment progress recording sheet has been added to the progress report section A subjective objective assessment plan SOAP progress report written for medical settings has been added along with a new section on report writing in public schools which includes an assessment plan that helps determine whether a student meets the school district's criteria for enrollment in clinical speech language services

Technical Writing For Dummies Sheryl Lindsell-Roberts,2023-06-27 Learn to document the technology that makes the world go Technical Writing For Dummies is a master class on how to build a career writing user manuals e learning streaming simulations and more It even zooms into the metaverse Whether you're new to the field a seasoned professional or a technical person who needs to write this guide arms you with the skills you need to cash in on this flourishing world of technical writing This isn't your average how to It's a compendium of innovative industry knowledge that will help you set yourself apart with the latest trends and best practices in technical writing As a tech writer you'll need a robust skillset that allows you to offer clear and concise documentation for just about anything This new edition of Technical Writing For Dummies updated for all of today's tech writing advances can get you there Uncover the basics of technical writing and master common documentation types Get insight into the career paths available to tech writers today Discover new remote collaboration options and cloud based tools for technical writers Learn how to elevate your documents for high search engine optimization SEO rankings Improve your craft to connect with diverse global audiences Whether you're a technical writer or technical professional who needs to write you can learn the best practices of effective technical writing as well as how to navigate its various formats and platforms thanks to this handy Dummies guide

How to Write an Inspired Creative Brief Howard Ibach,2009-08-26 All of the above in a charming personable tongue in cheek style that makes How to Write an Inspired Creative Brief not only a pleasure to read but a well nigh essential foundation on which to build a successful advertising career Dave Butler Creative Director retired TBWA CHIAT Day Los Angeles Howard Ibach has written the essential brief for the briefers a simple memorable enjoyable book for those who need to practice the art of strategic reduction for a living He expounds several oft forgotten principles simplicity clarity collaboration Steve Wehrenberg CEO Campbell Mithum Advertising Minneapolis

Essentials of Lawyering Skills in Africa Festus Emiri,Ernest Owusu-Dapaa,2020-07-01 In twenty two chapters divided into six parts for convenience the authors not only lay bare the art of lawyering but also provide invaluable nuggets of perfecting and excelling as a solicitor and advocate There is little doubt

that the contents of this book dramatically make a lawyer especially the lawyer in Africa to be more effective more skilful and a proper lawyer useful to the client and society

Writing for Public Relations Andrew Corner, 2017-11-30 Brief Concise and Clear The Basics of Writing for Public Relations and Communications is a primer text that helps students transition from academic writing to writing that will help them succeed professionally The text includes information about the craft of professional writing for general businesses as well as strategies used specifically for public relations audiences Students are first introduced to the practice of public relations along with models approaches and career options The text discusses writing mechanics the need for good writing and writing tone as well as the importance of word choice grammar punctuation and the process of editing refining and rewriting The final chapter provides templates for business letters press releases web copy and social media outlets Successfully combining instruction on writing mechanics with an understanding of the demands of writing for public relations Brief Concise and Clear is well suited to courses in the field as well as those in advertising marketing and general business

Briefing and Arguing Federal Appeals Frederick Bernays Wiener, 2009-06 Originally published Washington D C BNA Incorporated 1961 iii New Introduction xvi 506 pp With a New Introduction by Bryan A Garner President LawProse Inc This book tells how to brief and how to argue a Federal case on appeal Its primary purpose is to explain to the lawyer how to best persuade a Federal appellate court to decide a case in his favor It is neither a practice manual nor a text of Federal appellate procedure being written on the assumption that all the procedural steps necessary to perfect the appeal have been or will be timely taken Consequently this book deals with problems that are common to appeals in whatever Federal court they may be presented Many of the principles defined and discussed herein are applicable also to the argument oral and written of questions of fact and law presented and heard in Federal trial courts The task of presenting facts and law effectively the psychology of persuasion the requirements of candor and accuracy these are matters common to forensic effort in every courtroom at every state of a litigated proceeding In addition to its discussion of appellate advocacy and a description of procedure in the federal appellate courts Supreme Court U S Court of Appeals and specialized federal courts it provides valuable guidelines for writing briefs and appeals and the preparing oral arguments Among other lessons it teaches ways to think before writing state facts and phrase issues persuasively use argumentative headings employ clear forceful English handle questions in oral argument use maps and charts effectively and prevent forensic halitosis AALS Law Books Recommended for Libraries List 26 Legal Profession page 20 A Rated To get into court and to maintain your right to be there is the object of all pleading and is as important in an appellate court as in a trial court This book is a guide to handling of cases on appeal in the Federal courts by one who is eminently qualified to instruct and direct in this field from the foreword by Sherman Minton Associate Justice U S Supreme Court Anyone familiar with Mr Wiener s reputation as an appellate advocate and with his earlier works would expect his new book to be either required reading or strongly recommended in a course in Appellate Practice and Procedure My own choice for next spring s seminar

at this law school is to require it This is not to say however that the book is directed solely to the student in law school There are probably few practicing attorneys who would not benefit substantially from the author s ability drawing on his vast personal experience to expound the art of appellate advocacy in a fascinating and instructive way Monroe H Freedman The George Washington Law Review 30 1961 62 148 This is a brilliant book by a brilliant mind It s the seminal 20th century book on appellate advocacy with wisdom insight and concrete examples packed into page after page Bryan A Garner Frederick Bernys Wiener 1906 1996 or Fritz as he was known to his friends was educated at Brown University and Harvard Law School where he was a note editor on Harvard Law Review In addition to several years in private practice Wiener held positions in the U S Department of the Interior the Judge Advocate General s Corps as an officer during the Second World War and the Solicitor General s Office where he successfully argued the landmark Supreme Court case Reid v Covert Also a scholar of vast learning and high reputation he wrote copiously on courts martial martial law and legal history

Records & Briefs New York State Appellate Division , Legal Research and Writing William P. Statsky,1999 Learn the basics of legal research and writing with this revised edition Legal Research and Writing 5E covers the variety of media formats in which modern legal research is performed including the Internet and CD ROMs The writing chapters introduce you to letter writing the memorandum of law the appellate brief and writing fundamentals needed when preparing any kind of document Numerous photographs of books sample pages and computer screens are also included ALSO AVAILABLE Study Guide ISBN 0 314 12978 2 INSTRUCTOR SUPPLEMENTS CALL CUSTOMER SUPPORT TO ORDER Computerized Test Bank ISBN 0 7668 1254 5 Instructor s Manual ISBN 0 314 12977 4

California. Court of Appeal (2nd Appellate District). Records and Briefs California (State)., California. Court of Appeal (1st Appellate District). Records and Briefs California (State)., California. Court of Appeal (5th Appellate District). Records and Briefs California (State)., **Annual Report of the State Commissioner of Common Schools, to the Governor of the State of Ohio, for the Year ...** Ohio. Office of the State Commissioner of Common Schools,1886 University of California, Berkeley Summer Session University of California, Berkeley,1914 **Mississippi Reports ... Being Cases Argued and Decided in the Supreme Court of Mississippi** Mississippi. Supreme Court,1919 **The Law Student's Helper** William Cyrus Sprague,Griffith Ogden Ellis,Frederick R. Austin,1910 **Flügel-Schmidt-Tanger, Wörterbuch der Englischen und Deutschen Sprache für Hand- und Schulgebrauch** Felix Flügel,1896 **The Southeastern Reporter** ,1888 Includes decisions of the Supreme Courts of Appeals of Virginia and West Virginia Supreme Courts of North Carolina South Carolina and Georgia and May Aug 1907 Jan Mar 1939 the Court of Appeals of Georgia Course of Study for Elementary Schools Iowa. Department of Public Instruction,1930 Universal Cyclopaedia and Atlas ,1908

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