

Our Bland Strategy Brief

**Why mean
something to
someone when
you can mean
nothing to
everyone?**

Bland beyond belief

Per our Bland Strategy Principles, we start all briefs by copying and pasting the brief below. It's our template for every bland brief. We only make minor changes but we write 30 comments about the brief in a long-winded email chain. One at a time. This helps us exhaust our way to approval.

Objectives

Drive awareness
Increase consideration
Enhance sales
Boost engagement
Perpetuate advocacy after going viral

Task

Create 100 pieces of internet content.

Why are we doing this?

Because we did it last time.

Target audience

Humans. A lot of humans. They're people-like objects who do people-like things like buying stuff. They're really busy. It's unbelievable how busy they are what with their meetings, commutes and workdays that never end.

Insight

If they bought our product, their lives would be much better even though they're already the best people ever and they're living their best lives with their best selves.

Competition

It's an ocean of obvious swimming in a sea of sameness down a river of repetition.

Single-minded proposition

Buy our product because it's the best and it will be great for you and all your best selves.

Reasons to believe

So many reasons. Our product is really good. That's the main reason.

Budget

Impress me and I'll find money.

Timings

Before my upcoming vacation.

Deadline

Yesterday.

Totally Mundane™

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