



Home Assignment for Marketing Creative Team Lead Position

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1. You have been assigned to lead a creative team in developing a new advertising campaign. Outline the key steps you would take to manage the project effectively, from conception to final delivery.

Answer

In order to execute efficient and high-valued campaign, I would:

1. Go through the brief, meet with the composer and find out the needs and the vision behind it.
2. Research competitors, collect good references and initiate building the concept of my campaign.
3. Once the concept is ready, I would Assign the brief for a designer/s and share the brief, concept, references and vision of the campaign together.
4. Review the designer's creation once the visual is ready, learning what's the thought behind it and give feedbacks To improve the design.
5. When the process is finished, I would share it with the relevant factors to get their opinion.
6. Thumbs up to continue and finish the project.



2. Describe your approach to building and maintaining a high-performing creative team.

a. How would you foster collaboration, encourage creativity, and motivate team members?

b. Imagine that two team members are in conflict regarding the direction of a creative project. How would you handle this situation to ensure a productive resolution and maintain team harmony?

Answer

In order to maintain a high creativity team, my approach considers two important parts – First, the team should always seek for the most updated technology, learning new methods and technique and to be able to maximize their work with the tools they are using. Second – To get the full picture of the industry, trends, styles, to acknowledge what works better and will probably give a better effect and results and what's working less. That can be achieved by researching competitors and be involved in social media and its rapid changes with arts and visuals.

A. Collaboration and working as a team is crucial for the success of everything that's been done. As a manager I believe that it can be achieved by knowing and trust one another. Weekly meetings with the team are important to listen to what everyone has to say and let them share their feelings, thoughts. Be in a constant communication is highly important as well during the day, questioning, feedbacking and be as one solid part of the team.

Another important path is creativity meetings, where me and the team can discuss creative, trends, sharing new knowledge and have a conversation about it.

Motivation is achieved when the team member feels how important and effective his designs are, that he takes an important role in the company and that we trust him and his abilities. Feedbacks and reviewing together the designs and discuss on ways to upscale them even more is a great motivation tool as well.



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Answer

B. In a situation of a creative conflict, I will listen to what each one had in mind, what's the concept and vision behind it. I may explore with them some previous campaigns that were successful or go through good references. And during that process we'll get to agreement of what's the right direction to follow and execute.



3. You receive a draft of a design from a team member that doesn't meet the project's objectives.

a. How would you provide constructive feedback to help them improve their work while maintaining their motivation?

b. Describe your process for evaluating the quality of creative work. How would you ensure that the work meets the project's requirements and aligns with the brand's guidelines?

Answer

A. I will sit together with the designer and review the brief, finding out together what are we looking for and what's the vision and meaning behind it. Then we'll review the design and decide which parts are aligned with the demands and what we can improve.

B. Quality of creative exists when the design (static or motion) reflects and fulfill the needs behind it. Hand in hand with the right use of colors, effects, typography and composition. The results should be eye catching and convey the message of which the campaign is aimed to. The next step for testing quality is by data of performance, which indicates whether the campaign has reached the KPI's and the expected conversions or it should be improved in the second round or sprint in order to be more efficient.



4. The company is planning to launch a new feature, and they need your input on the creative strategy.

a. How would you approach developing a creative strategy that aligns with the product's positioning and target audience?

b. In your opinion, what are the key trends and challenges in the creative industry today? How would you ensure that your team stays updated and adapts to these changes?

Answer

A. The creative strategy for a new feature should be relied on what are we expecting the feature to perform, where the user will come across the feature, what are the assets that will be part of the feature such as icon, banner, popup and so on. Considering the brand's guideline, style and colors along with researching other app's competitors to observe how that feature was displayed over there.

B. During the latest years there is a significant rise of short, noticeable, eye candy campaigns. Marketing adds became more concentrated and shorter. The users have less patient to read long messages that its benefit doesn't appear in the first 2-3 seconds. visuals, stimulations such as sound, effects and the use of motion assets instead of static ones, can contribute to engagement of the users. In general, the shifting of marketing towards digital media has changed tremendously the creative's approach. Retention for example is gained by attempting the users with more of the same content they consume so their interest is to come enter the app frequently. In the livestreaming industry there is a significant impact for influencers. The challenges are mostly focused on how to keep the user consuming livestreaming content along with encourage purchasing and make transactions to increase revenue.



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Answer (continue of B)

One of the major challenges is to overcome the other competitors in a way that the user would prefer your app over theirs. To maximize the app potential from the creative side, you should seek for being updated and innovative, looking for new attractive ways to keep your audience satisfied and long lasting.

As I mentioned before, updated and strong team is one that is aware of the trends, styles, and visuals that occur in the industry. Learning and enriching their knowledge with the latest technology, will keep them on the front raw of creative quality compared to the others.



5. Describe your approach to developing a comprehensive marketing campaign that incorporates both online and offline channels.

a. How would you ensure consistency and effectiveness across different marketing channels?

b. What would be the difference between a creative designed for TikTok (or any other paid social network) for performance purpose vs a creative designed for brand awareness (in Youtube or CTV for example)?

Answer

- A. There are several differences between printed and digital media. There are variants regards material, size, color palette, audience and target. Consistency will be achieved by defining a solid coherent concept that includes all the above, to make a strong identity towards all parts of the campaign. Keeping a unique firm and ongoing guidelines throughout the creation of the campaign assets, paying attention to the different treat for different media and proportions will assure the strength and effectiveness of the campaign.
- B. Creatives always need to feel natural wherever they perform and not an out of space units. TikTok for instance has specific behavior that focuses on short strong messages. As a video generator app with editing tools, it's very easy to notice viral trends that is being adopted by other users with soundtrack, visuals, poor usage of typography and composition and in conclusion, we're not talking about a crisp, high designed visuals. And so, the approach and concept should imitate in a way the strong popular and common videos in order not to make it part of the occurrence along with a strong marketing message. Brand awareness combines both concept (fresh, solid, powerful and attractive) and repetition of brand style guide, features and visuals that are strongly identified with the brand.



6. In today's digital age, social media plays a crucial role in marketing. How would you leverage social media platforms to enhance brand awareness and engage with the target audience?

Please provide specific examples.

Answer

As mentioned, social media is the place to be seen and gain the tremendous benefits it offers.

The first step and based one is creating a fan page targeted for your digital asset. It's basic since those medias have an enormous amount of data and can help you to expose yourself to your audience, to constantly stay in connection with them by uploading new content, stories, posts, videos whether it's a quiz, freebies, campaigns, new features and so on. Doing it right will contribute campaigns, retention, retargeting users, increasing awareness and users' communication to be more efficient. It can go hand in hand with a paid campaign to increase conversions and installs.



7. A new competitor has entered the market and is posing a significant threat to the company's market share. How would you develop a creative marketing strategy to effectively counter this competition?

Answer

Initially I will do a research and analysis over the new competitor. What's the big announcement that he claims to bring? What are the strength that I have as an experienced competitor, what are the weak points that should be taking care of in order to prevent users' migration.

The marketing strategy in my opinion should involve both strong art and monetization campaign. Art wise, it should convey the strengthening points – In Tango for example I would emphasize the number of users and video hours, the unique of fast and quality video streaming everywhere. Monetization wise, I would suggest a campaign for new and retargeted users that might include sales, benefits, boosters or other paid features to be opened for them for a calculated time.

As a livestreaming app I would highly recommend adding users' testimonials where they point out the benefits of using Tango and why does it work for them so well.



8. The marketing team is planning to launch a new campaign in TikTok to acquire new viewers in the United States. Please provide a mockup for a video design (including a creative brief), assuming the main goal is to acquire viewers which are more interested in Musicians.

Answer

Creative brief

New campaign in TikTok for acquire American viewers specifically interested in musicians.

Concept

American theme and colors, shorts of some of top musician influencers in Tango that appeals American audience: pop, jazz, hip hop, folk, rock n' roll and rap.

Assets

Set of several different videos of livestreaming that appeals to the American audience.

Copy

"Unlock the Beat America!
Experience Breakthrough Musicians of your favorite genre!"



9. You are scheduled to present a creative campaign to the company's executives.

a. How would you prepare for the presentation, and what key elements would you include to ensure your message is effectively communicated?

b. Describe a situation where you needed to communicate a complex creative concept to a non-creative stakeholder. How did you ensure effective communication and understanding of the concept?

Answer

A. I will start with a quick encounter with the team's distinct role and responsibilities.

The presentation would demonstrate the upscale in art and creative, by showing them previous works comparing to the newest ones. I would present the performance data to strengthen the improvement that was done with the marketing assets then and now.

B. I believe the right way would be to simplify the process in general. I will show some examples of campaign and share the feelings and thoughts I had at the beginning of the process, what made me chose a specific concept, why do I think it will be more effective and stronger. I will use personalization tools to present a typical user of the app, what he is looking for, his hobbies, what's his favorite genres and where the concept meets the user's world of content.

