Perencanaan Kreatif Iklan

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DEFINING THE IDEA

- What is your idea as you see it?
- What is the message you want to spread?
- Explain your idea to someone else on 2 minutes!!
- Ask them to repeat it to you and write down what they say?
Does it match with your concept?

Break it down!!
What do you want people gain from your design?
What will happens if it is success to affecting people?
What happens if it doesn’t work at all?