

## CHAPTER OVERVIEW

### 8: Create a Strategy - SS+K Puts Its Research to Use as the Agency Creates the Brief

- 8.1: Chapter Introduction
- 8.2: The Power of Branding
- 8.3: Describe Where You Are - A Strategic Framework
- 8.4: Define Where You Want to Go - Set Objectives
- 8.5: Decide How You'll Get There - Create a Strategy
- 8.6: The Creative Belief
- 8.7: Exercises

---

This page titled [8: Create a Strategy - SS+K Puts Its Research to Use as the Agency Creates the Brief](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Anonymous](#).