

Magic touches for when your creative needs *a spark*

If a B2B brand campaign's momentum dips, use this checklist to identify if a few small creative shifts might reignite your work and turn a solid idea into something magnetic.

TIP

01

Play with a new visual hierarchy or introducing a secondary visual element that fits within your brand system.

TIP

02

Explore adding a complementary design element—like line art, graphic accents, or texture—to give the system new dimension while staying on brand.

TIP

03

Consider developing a secondary headline structure or refreshing tone to reconnect with your audience.

TIP

04

Revisit what makes your audience and brand tick. Use that insight to infuse fresh humanity, humor, or tension into the creative.

There's nothing coincidental about great marketing. It just feels that way when it works. *Like magic.*

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KEY TAKEAWAY

You don't always need a blank slate to create breakthrough marketing. Most creative fatigue can be fixed by small, strategic changes to structure, tone, or visual rhythm.