

Date: / /

CREATIVE BRIEF

| # | Questions: | Answer Fields: |
|-----------|--|----------------|
| 1. | CLIENT | |
| 1.1 | *Name: | |
| 1.2 | *Phone: | |
| 1.3 | *E-mail: | |
| 1.4 | Date (mm/dd/yyyy): | |
| 2. | PROJECT | |
| 2.1 | Title: | |
| 2.2 | Brand: | |
| 2.3 | Product: | |
| 3. | BUDGET | |
| 3.1 | *Amount (\$): <i>Detailed financial projections (Min - Max)</i> | |

4. PROJECT

4.1 *Purpose: (Why?)

4.2 Objectives:
(A.) *Detailed goals*
(B.) *Desired outcomes*
(C.) *Measurable objectives*

| | |
|----|--|
| A. | |
| B. | |
| C. | |

4.3 Target Audience:
Primary Demographics

4.4 Target Audience:
Secondary Demographics

4.5 140 - Character Summary:
If you had to summarise the sales pitch in a tweet what would it be?

4.6 Proof Points:
What are the tangible pieces of evidence, e.g. stats, case studies, success stories to prove the benefits of the product / service?

4.7 *Important Dates:

| (mm/dd/yyyy) | Description: |
|--------------|--------------|
| | |

| | |
|--|--|
| | |
| | |

5. MESSAGE

5.1 Campaign Message:
 (A.) *Define key benefits of product.*
 (B.) *Describe its value*
 (C.) *Desired target audience take away.*

| | |
|----|--|
| A. | |
| B. | |
| C. | |

5.2 The Takeaway:
What is the key idea to be remembered?

5.3 Tag Line:
Prepared copy, key words, or theme.

5.4 Brand Voice:

6.

FURTHERMORE

6.1

Call to Action:
What can we offer our contacts as a next step that will be valuable to them?

6.3

Problems:
Identify the roadblocks to success.

The customer currently... (A.) but we need them to... (B.). They currently won't / can't because... (C.).

| | |
|----|--|
| A. | |
| B. | |
| C. | |

7.

COMPETITIVE ANALYSIS

7.1

Describe competitors, their campaign messages, research findings, and supporting information - list any document attachments.

8.**MARKETING MATERIALS**

8.1

Describe the pieces required along with the strategic reach and the desired outcome.

| | |
|-------------------|--|
| Copy | |
| Print Ads | |
| Display Ads | |
| Signage / Banners | |
| Events / Promo | |
| Website | |
| Social Media | |
| Other | |
| | |

9.**COMMENTS**

9.1

Include any additional critical information:

