



Creative Brief

Date:

Client:

Why are we advertising?

Define the goals and objectives of the advertising. Increase sales? Build awareness? What?

OBJECTIVE

Who are we talking to?

Define the target market. Age? Sex? Demographics? Interests? Passions? Likes? Dislikes? Where do they live?

TARGET AUDIENCE

What do they currently think?

Explain their current attitude and thinking about the product or service. Are there problems to overcome or opportunities to take advantage of?

PROBLEMS/OPPORTUNITIES

What do we want them to do?

Shop? Buy now? Remember the brand? Explain the processes you want them to take. If there is a phone number or URL include it here as well.

ACTION

What's the ONE thing we need to tell them?

No more than ONE. Keep it simple. Use action verbs.

ONE KEY MESSAGE

What are the unique benefits of the product or service?

List the unique selling features and explain how those features can change the life of the target market. They should complement the ONE Key Message above.

BENEFITS/POSITIONING

How will they know it us?

List the brand characteristics. Use adjectives. Smart, witty, light heart-hearted, rich in colour, etc.

BRAND CHARACTER

Where are we telling them?

Magazines? Newspapers? TV? Radio? What size? How big? How long?

FORMAT

How much?

State the budget for the job.

BUDGET

Mandatory Items

Logo, website URL, etc

Timing

Presentation Date:

Delivery Date: