



Creative Brief

Client:
Job Name:
Job Number:
Date:
Client Team:
Marketing Team:
Creative Team:

Why is this brief here?

(State the background)

What goal are we trying to achieve?

(State the objective)

Who is the target audience?

(Primary, secondary and tertiary, and can be segmented by psychographics and demographics)

What are the target insights?

(State what motivates the target audience and how they make decisions)

What is the single main message we need to communicate?

(This statement needs to be compelling and single-minded)

How are we reaching them?

(State the intended media)

What is their motivation to respond?

(State the tangible benefit(s) this service offers)

Why should they believe us?

(State the intangible benefits. Reputation could be one)

What do we want them to do?

(State how we want them to respond)

What do we want them to think or feel after being exposed to this creative?

(A statement in first person language)

What is the tone of our communication?

(Friendly, conversational, etc...)

What are the deliverables?
(State the materials needed)

What elements are mandatory?
(State the must-have. CTA, brand, logo, etc.)

What is the budget?
(State funds slated for this assignment)

When do we need to see first round concepts?
(State desired timing)

When is the campaign launching?
(State desired timing)