

General Creative Brief

POSITIONING:

The Client _____

needs to (goal to achieve)

The client's competitive advantage is

because

The challenges that they face are

TARGET AUDIENCE:

What are the demographics, psychographics?

Are there any attitudes, lifestyles, beliefs, perceptions, attitudes, etc. that are unique to the group?)

Primary _____

Secondary _____

Tertiary _____

Desired Actions:

What action is desired? How do we want the target to respond?

The target audience should...?

How should the target audience feel, think, behave?

Persuasion/Selling Points:

How can we persuade the target audience to take the desired actions?

What is the one thing that will entice the target audience to act as we want?

What will convince the target audience to believe the message?

Tone:

What words (adjectives) describe the product or service

Mandatory Items:

What verbiage, logos, artwork, etc. must be included?

Mediums:

Where is the execution going to be seen? What formats, medium(s).

Critical Milestones:

Are there any firm dates that steps need to be completed by? (final delivery...)
