

CREATIVE BRIEF

CLIENT:	Name, phone number and email address for the person or the team on the client side
PROJECT:	Name and description
PREPARED BY:	Name, phone number and email address for the person or team members who are responsible for the brief
DATE:	

BACKGROUND / OVERVIEW

What's the big picture? What's going on in the market? Competition? Anything happening on the client side that the agency team should know about? Any opportunities or problems in the market?

Description of product or service. What is the business opportunity or problem? What are the business targets (i.e. gross adds, MS, trial%, penetration, distribution, price, etc.)?

Marketing or Sales Objectives: This sometimes includes the business case for the activity.

This is where you introduce the project to the agency team. You'll go over this again in the briefing session, but write it down as well.

BRAND / PRODUCT

What is the brand / product like? What unique benefits does it offer in comparison to competitive brands / products?

How do consumers perceive brand? What are its weak and strong sides? How can we take advantage of the strong sides and diminish the weak sides?

What is the desired image of the brand? What are the rational and emotional advantages of using the brand for the consumer?

What are the main challenges of the brand and of the category?

How often is the brand purchased? When does a consumer choose the brand? When does he/she make a decision?

Are there more product lines within the range of the same brand? Which are the most significant ones from the point of view of sales generating? Does the packaging allow for identification of different product lines and for distinguishing from the competition?

What is the price of the product? What is it in comparison to the competition? What is the price's influence on the purchase process? Is the category price sensitive?

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TARGET AUDIENCE: who are we talking to?

Target audience profile is more about how real people think, feel and behave than it is about numbers and percentages. The aim here is to paint a portrait of the audience - a verbal picture that the agency team can talk to and visualize.

Start with a few basics: Who are they? Where are they? How will we communicate with them? What else do we need to know about them?

What are primary and what secondary target audience?

Go beyond basic age, location and gender data to humanize demographic details with insights and lifestyle information. One way to do that is to explain how the audience currently thinks, feels and behaves in relation to the product category, to competitors, as well as to the client.

OBJECTIVE: what is the goal of the ad or campaign?
Objectives sometimes might be expressed as communications imperatives, challenges, numbers, or barriers. What are the objectives? (Measurable) What consumer change do you expect? (Behavioural) What should the consumer do next? Write a concise statement of the effect the ad should have on consumers. Typically expressed as an action. And frequently focused on what the ad should make the audience think, feel, or do.
REQUIREMENTS: what do you need from the creative team?
Outline the deliverables you need. Exact requirement what agency needs to do – e.g. logo, ATL, BTL, packaging design, digital formats, etc. Here you can provide details on media, sizes, and client presentation requirements even production specifications - all depending on the project.
FOCUS: what is the most important thing to do, say or show?
What do you want to communicate, promise? Key message/proposition: often phrased as the single-minded proposition/the one thing we want to say. What is the most important thing we want the advertising work to convey? Here you want to identify the single most persuasive statement, or compelling visual, you can present to achieve the objective. Keep it simple. Avoid generalities.
REASONS WHY: what are the most compelling reasons to believe, to try, to buy?
Substantiate your promise – functional, emotional, specific + ‘ownable’ List the rational and emotional reasons for consumers to believe what you say, to try the product, to buy the service. Include all major copy points and visual evidence listed in order of relative importance to the consumer.
OTHER CONDITIONS: what else might help the agency team?
Here's where you can include consumer insights, memorable quotes, a description of the brand personality, positioning tag lines, creative thought starters, terms of the direct response offer, result expectations, restrictions, legal/regulatory issues, and mandatory elements such as the logo and website address.
PRACTICAL CONSIDERATIONS FOR EXECUTION
Here you can provide mandatories, guidelines, restrictions, issues, technological specifications, printing quantities, formats, etc.
TIMING
When should the communication activities begin? When should they end? May include project timelines as well as timing for response – key dates.
BUDGET
Here you state the budget with a note about agency fee, VAT, etc.