

Creative Brief

Client:

Date:

Project:

Client contacts:

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Agency contacts:

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Project name and description:

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1) Background / Overview:

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2) Objective: What is the goal, the purpose of the campaign or ad?

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3) Target audience: Who are we talking to?

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4) What to say and show: What's the single most important thing to say or show to achieve the objective?

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5) Reasons. What are the supporting rational and emotional reasons to believe, to try, to buy? What are the 3 to 6 most persuasive things we should say or show?

a)

b)

c)

6) Everything else: Is there anything else the creative team needs to know? Is there a specific copy or visual style?

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7) Schedule: What do we need from the creative team? When do we need it?

1a) Date & Details:

2a) Date & Details:

3a) Date & Details:

8) Client services check list:

Do we have sufficient reference sources: previous ads, brochures, competitor ads, books, videos or Web sites?

Do we have contact info / links to people, research or resources that can help the creative team?

Do we need a supplemental brief / info for a long format, social media, direct response, or new business pitch project?

Is it clear from the client what must be in the communication, and what might be in the communication? What are the client requirements versus client preferences?

Do we represent the client's issues, concerns, wishes?

Approvals: Signature / Date

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Comments:

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