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# CREATIVE BRIEF

**Situation** - What trends, events or competitive actions are relevant?

**Marketing/Business Objective** - In one sentence, what are we trying to accomplish?

**Communications Objective - Role of Communications**

What should the communications accomplish? Inform or persuade? Establish imagery of product / company?

**Target Audience** – Primary / Secondary targets – Demographics / psychographics.

**Target Audience – Wants/Needs/Attitude** (current behavior)

**Target Audience – Key Behavioral Change Desired**

What do we want this person to do differently?

**Target Audience – Desired Response if this Change is Successful**

How will this person behave once they understand our message?

**Customer Promise (Key Message)** -- What can we say to the audience to convince them to take the desired action?

**Attributes to Support the Promise** – What are the key “reasons to believe” this promise?

**Positioning Statement –**

How do we want this company or product to be thought of long term? Is it meaningful? Unique? Credible? And Sustainable?

**Evaluation Elements**

We will measure our own communications effectiveness by

We will measure our effectiveness on the desired behavioral change by

**Mandatories** – Logos, colors, formats, typefaces, legal requirements.

**Timetable** – Key dates/deadlines