

Creative Brief Template

Project name
Delivered: (Date)

Desired Consumer Action:

Specific consumer action you want to accomplish as a result of the advertising

Marketing Objective:

What is it that the Brand needs to accomplish? Increase penetration? Build loyalty? Increase frequency of usage?

Assignment:

What media are you asking the agency to develop creative for? TV? Print? Radio? What is the on-air, publication date?

Consumer Insight: *What is the core unmet need and what are the core beliefs held by the consumer that can be addressed by brand to achieve the marketing objective? (barrier to overcome, perceived or real weakness to be exploited, untapped compelling belief, expressed in consumer language?)*

Advertising Strategy:

Convince (Target)

– Include demographic, usage behavior and need to be leveraged

That (Benefit)

– What will lead consumers to choose your brand? Must be single-minded and differentiated

Because (Reason to Believe)

– Specific reason that the consumer should believe or accept the benefit being promised. Increases the persuasiveness of the message.

Brand Character: *The brand's distinctive, long-term personality that consumer's experience in every interaction with the brand and distinguishes it from other brands*

Mandatory: *Executional elements that are required (e.g. unit length, legal requirements, tone)*

Executional Considerations: *Any other elements to guide the creative process*

Client Contact: _____