



Creative Brief

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THE PURPOSE OF THIS BRIEF IS TO SUMMARIZE OUR UNDERSTANDING OF THE PROBLEM THAT OUR MARKETING PROGRAM MUST ADDRESS, AS WELL THE OTHER MARKET FACTS PERTINENT TO THIS PROGRAM SUCH AS TARGET AUDIENCE, COMPETITION, AND PRODUCT FEATURES AND BENEFITS. THIS IS THE DOCUMENT FROM WHICH OUR CREATIVE TEAM WORKS AND, THEREFORE, IT IS VERY IMPORTANT THAT IS ACCURATE AND AS COMPLETE AS POSSIBLE.

WE REQUEST YOUR CAREFUL REVIEW OF THIS BRIEF TO ASSURE A MARKETING SOLUTION THAT IS ON TARGET. PLEASE NOTE ANY REVISIONS NECESSARY AND SIGN AT THE END OF THIS DOCUMENT.

DATE:

CLIENT:

PROJECT NAME:

PROJECT NUMBER:

PROJECT OBJECTIVE

TARGET AUDIENCE (DEMOGRAPHIC AND PSYCHOGRAPHIC DESCRIPTION)



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MARKETING AND/OR COMMUNICATIONS OBJECTIVES

PRODUCT DESCRIPTION

PRODUCT BENEFITS -- PRIMARY, SECONDARY

CURRENT TARGET AUDIENCE VIEWPOINT

DESIRED TARGET AUDIENCE PERCEPTION

ASSESSMENT OF COMPETITORS AND/OR COMPETITIVE ENVIRONMENT



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SELLING PROPOSITION

SUPPORT FOR SELLING PROPOSITION

CURRENT COMMUNICATIONS/MARKETING PROGRAMS

DESIRED TONE OF COMMUNICATIONS

ELEMENTS NEEDED/TIMING

BUDGET

MANDATORIES



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OTHER

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