
creative brief

<u>strategic brand platform:</u> <i>brand identity and brand competitive positioning</i>
<u>marketing/communications objectives:</u> <i>why we are communicating</i>
<u>product/service to be promoted:</u> <i>what are we selling</i>
<u>challenges/barriers to success:</u> <i>competitive and contextual issues that must be overcome</i>
<u>target audience:</u> <i>who we are communicating to and why do they care about what we have to offer</i>
<u>proposition:</u> <i>single-minded and differentiating</i>
<u>reason to believe:</u> <i>what makes our proposition credible and compelling</i>
<u>tone and manner:</u> <i>how should we communicate</i>
<u>format:</u> <i>(e.g., :30 spot; facebook app; magazine ad) if already known</i>
<u>media plan:</u> <i>if already known</i>
<u>project timetable:</u>
<u>evaluation:</u> <i>how will the effort be measured</i>

