
creative brief

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| <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> |

