

Creative Brief: TEMPLATE

I. Strategy

a. Purpose

(Why are we creating the communication?)

b. Objectives

(What are we asking the audience to do/think/ or feel?)

THINK

DO

FEEL

c. Competition

(What behaviors/attitudes are competing with ours?)

d. Audience

(To whom do we wish to speak?)

II. Creative

a. Key Issue or Fact

(What is the most important challenge to achieving our objectives? What is the best opportunity to achieve our objectives?)

Challenge:

Opportunities:

b. Key Promise or Benefit

(What is the single most important benefit/choice to the audience so that they will adopt the behavior?)

c. Support

(Why should the audience believe the key promise?)

d. Message Statements

(Having been exposed to the message, what is the do able action that the audience should take? Combine the elements above to create a benefit oriented action)