

CREATIVE BRIEF

PROJECT NAME:

.....

PROJECT LEAD:

APPROVAL

Who needs to review drafts? Who needs to sign off on final execution? Are there external or third-party partners who must review and approve materials?

SENIOR EXECUTIVE APPROVAL (if necessary)

OTHER TEAM MEMBERS (ROLES):

.....

🚩 Hover mouse over field to see an example.

OBJECTIVE

Write a concise statement that describes the desired effect this campaign should have on the audience. How do you want them to feel or think? What do you want them to do? What's the call to action? Include how you will measure results. What's the purpose?

WHAT

TIMELINE OVERVIEW

WHEN

BACKGROUND

What's the big picture? What's going on in the market? Anything happening that the creative team should know about? What opportunities or problems exist? Include information about competitors or opponents. Describe any political concerns or legal issues that need to be considered.

WHY

TARGET AUDIENCE

Who are the primary and secondary audiences for this campaign? How do they feel about the ASRT? What do they care about when considering the product/service? Is the message the same for every audience, or is it necessary to provide different information for different audiences?

WHO

HOW WE ARE GOING TO DO IT!

KEY MESSAGE

What are the most important points? What are the top features or facts? What's the value or importance to target audiences? How will the audience benefit?

CREATIVE AND TONE

Describe the tone of the writing and imagery. Include the feelings you're trying to evoke and the impression you hope to convey. Be sure to describe elements to avoid. Include examples to guide. How would you describe the tone in a couple of words? What are keywords? Are there existing materials that this campaign must align with?

PROMO PLAN

SCHEDULE

What do we need, and when do we need it? Indication of timetable from kickoff to completion date. Is the date fixed or flexible? List any time constraints (holidays, approval process, etc.) and critical dates (milestones). If the campaign has multiple components, what are the deadlines for each of the deliverables?

DELIVERABLES

1. What materials need to be produced to support this campaign?

2. What are the sizes, specs and formats for each of the deliverables?

3. How will the materials be distributed (which media platforms will be used to reach the audience)?

4. What are the quantities?

BUDGET