

# CREATIVE BRIEF

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**CLIENT:**                      **BRAND:**                      **ACCOUNT TEAM:**                      **DATE:**

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**TRAFFIC MANAGER:**                      **CREATIVE TEAM**                      **JOB TITLE, JOB NUMBER:**                      **PRODUCTION BUDGET:**

<b>TV</b>		<b>RADIO</b>		<b>PRESS</b>		<b>BILLBOARD</b>		<b>DIRECT COMMUNICATION</b>	
<b>PROMOTION IDEAS</b>		<b>SPONSORSHIP / EVENTS</b>		<b>IN-STORE</b>		<b>NEW MEDIA BANNER</b>		<b>DEALER ADS</b>	

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## WHAT IS OUR BRAND?

A brief status of the brand and its position on the market. The key brand attributes, benefits and personality. Expose the competitive background, if relevant.

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## WHY DO WE WANT TO ADVERTISE?

Marketing and communication objectives. Clear statement of what the advertising has to achieve. Must be coherent with the status and situation described above.

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## WHOM ARE WE TALKING TO?

Describe the people most likely to buy your product Their interests and aspirations and life style, any relevant insight. Most important: define them by their relationship to your product of brand.

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## WHAT SHOULD THEY THINK AND DO?

Say how the advertising should work , how will it impact or affect their behavior and attitude? Don't confuse marketing objectives with advertising objectives!!!

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## WHAT IS THE ONE MOST IMPORTANT KEY IDEA WE WANT TO COMMUNICATE?

One key idea you want your advertising to communicate. Think of it as a billboard (short, to the point, memorable). Eliminate "unique" combination of benefits, don't use words like „and“, „or“, „also“.

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**WHY WILL THE AUDIENCE BELIEVE IT?**

Why the consumer should believe your message and communication. You may have one single or several reason-why. But select only the reason-why, which are fully consistent with your communication.

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**WHICH MANDATORIES?**

The compulsory elements that the communication should include: logo, claim or slogan, layout guidelines, telephone numbers or e-mail address, list of shops or dealers. Think twice: is it really compulsory?

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**WHAT ELSE?**

First the media through which your advertising will be run. Or leave it open and ask the creative team to tell you in which media they would foresee it. Propose decent deadlines you hopefully negotiated with your client.

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**IN HOUSE:****CLIENT:****PRODUCTION START:****ON AIR:**

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**SIGNATURES:**

<b>BRAND MANAGER:</b>	<b>BRAND DIRECTOR:</b>	<b>TRAFFIC MANAGER:</b>	<b>CREATIVE DIRECTOR:</b>	<b>CLIENT:</b>
<b>DATE:</b>				