

CREATIVE BRIEF

DATE:

CLIENT:

DEADLINE:

JOB:

1 BACKGROUND (What has created the need for the marketing and are there any opportunities or problems in the market?)

2 DELIVERY TO MARKET (What collateral do you require? i.e. printed material, digital work, etc... Provide all technical details)

3 TARGET AUDIENCE PROFILE (Psychographics, lifestyle & behavioural description of the target audience i.e. motivations, thoughts, feelings etc)

4 OBJECTIVES (Describe what it is you want the audience to think, feel or do. i.e. change awareness, attitude, opinion, consideration or perception)

5 SINGLE-MINDED PROPOSITION (What is the single most motivating message you want the target audience to recall?)

6 STYLE / TONE)

7 LIKES (i.e Colours, fonts, images, examples of previous work etc.)

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8 DISLIKES (i.e Colours, fonts, images, examples of previous work etc.)

9 MANDATORIES (Logo, tagline, address, website, T&C's etc.)

10 DELIVERABLES (i.e Requirements and deadlines)

11 BUDGET (Costings for media, productions, etc)

12 DIAGRAM/SKETCH