

Creative brief

Project			
Client		Date	
Brief owner		Version	

Who are we talking to?

Key facts about the target audience. Demographics, lifestyle, outlook, priorities, worldview etc.

What do we want them to do?

Consumer actions which will determine the effectiveness of this project.

What do we want people to think or feel?

Ways in which the creative should reinforce or change perception.

What is the single most powerful thing we can say to achieve this?

One thing, the most powerful thing.

What evidence do we have to support this?

Interrogate the product, include research insights and facts

What is our tone of voice?

How the brand speaks, its relationship with the target audience, any mandatory properties.

What deliverables are required?

Number of executions, audio durations, video formats

Timeline		
Task	Date	Responsibility
Brief agreed		
Creative presented		
Creative agreed		
Production delivered		
Campaign breaks		