

CREATIVE BRIEF FORMAT

I. PROJECT DESCRIPTION

What is the specific job we are asking the creatives to do? (i.e., develop a 2 page print ad for a new product launch, or develop postcard series for lapsed buyers of a product).

II. TARGET AUDIENCE

Who is the exact audience and what do we know about them? This can include demographics, lifestyles, and competitive product preferences. (i.e. for fund raising: end-users who are looking for a new product to try and who haven't done a lot of fund raising before).

III. LONG TERM COPY STRATEGY

This is a statement which identifies the basis upon which we expect people to purchase our product versus the competition. It usually has 3 parts:

BENEFIT - the basic benefit we offer which constitutes the principal basis for their purchase. Often can be an emotional benefit (Using Head & Shoulders will give you social confidence)

REASON TO BELIEVE - the product characteristic which makes it possible to deliver the benefit. (Head & Shoulders contains ZPT, the strongest ingredient to fight dandruff).

CHARACTER - (optional). The brand's personality or set of subjective impressions that make it different from others. What descriptive adjectives would you use to describe the brand if it were a person? (Tide detergent is bold, strong, confident and powerful).

IV. COMPETITIVE CONTEXT/DISTINCTIVENESS

What information do we have about how we measure-up versus competition? This includes volume, prices, trends, services, programs. How are we distinctive?

V. DESIRED TARGET AUDIENCE RESPONSE

What changes do we expect to see? Not general (i.e. "they'll buy it"), but specific. Examples are: send flyer to end-users, send in Business Reply Card to us, order a free report, request a newsletter, send an email to join a list, increase frequency of purchase, stimulate trial, switch from product X, remain a loyal customer, order a new sales kit, change perception of product

VI. MANDATORY EXECUTIONAL ELEMENTS