

Creative Brief

Client Contact Information

Name: _____

Department: _____

Phone: _____ Fax: _____

E-mail: _____

Project: _____

Target Audience: Who are we talking to? Go beyond age and gender to include demographics and psychographics.

Primary Target Audience: _____

Secondary Audience: _____

What is the objective, the purpose of the ad? A concise statement of the effect the ad should have on consumers. Typically expressed as an action. And frequently focused either on what you want them to think, to feel, or to do.

Key Features: What are the key or distinguishing pieces of information about the event, product, service, course, etc. that need to be highlighted?

Key Benefits: What are the primary benefits derived if the target audience says “yes” to the ad and takes the desired action?

Key Words: What are the key words or phrases that you feel should be included in the copy or headline(s)? These should be words or phrases that you feel must be included throughout the ad in order to be effective. Include all the major copy points in order of relative importance to the consumer. In other words, ‘what else can we say to achieve the objective?’

Key Artwork: Are there logos or photos you would like to suggest?

Background/Overview: What is the big picture? What is going on in the market/department/institution/community? Is there anything happening with the client side that they creative team should know about? For an overview, answer the questions, “Who is this ad talking to and what is the one main thing we want to say?”

What are the supporting rational and emotional ‘reasons to act or believe?’ List the rational and emotional reasons for the target market to believe what we want them to believe, and do what we want them to do.

What is the one thing we really want to say? What is the single most important thing we can say to achieve the objective? This should be a simple sentence; a few sentences if necessary. Avoid generalities because they result in ambiguous communications.

Other important details? Here is where you put all other details, such as information about the offer if it’s a direct response ad. Perhaps a description of the brand personality. Also include mandatory elements such as address, phone number, website, etc.

Prepared by:

Approved by:

Client: _____

News and Information Office: _____