

Client:
Project:

Date:
Media:

The creative brief is the basis for concept development and must include a singular strategy with all the key support points for copy development.

Brand Promise:

What does the brand promise to customers?

What are we selling?

The product or service we are charged with helping to sell.

What is the primary objectives?

The desired outcome of our interaction — the more measurable, the better. (If we can't deliver the desired outcome, we need to think about doing more.)

Who are we talking to?

Primary: - The best opportunity for achieving our goal? Secondary: (optional)- Who else can help us succeed?

What do we know about the target?

As a group? As individuals?

What insight do we have about the target?

What is the articulation of the customer need in their own words?

What are the key facts?

This is what we use to write body copy. List and prioritize the copy support points that must be in the communication. What we say must be true; if we can't prove it, we can't say it.

What is the single key fact?

Based on all of the key facts, what's the "ownable" claim we can make about the offering.

What's the *single* key benefit we need to communicate?

A simple statement of the offerings benefit based on the key fact.

Why should they buy what we're selling?

What do we want them to think, feel or do after receiving our message?

Think: What's the rational fulfillment?
Feel: What's the emotional connection?
Do: What action do we want them to take?.

What's the right tone of voice?

The way we will speak to our audience and the way they can expect our client's product or service to do what it says.

Offer?

This is what we use to write response copy. Include a detailed description of offer and why it's relevant to the target.

What do we HAVE TO put in the communication?

Brand requirements so our target can quickly recognize and connect with the brand.

Planning Director: _____
Account Director: _____

Creative Director: _____
Client: _____