

CREATIVE BRIEF

Date

CLIENT DETAILS

Company name			
Business address			
Contact person		Job title	
Email		Phone	
Web address			

SERVICES REQUIRED

1. Description of project

What needs to be created?	
Product/service	
Description of product/service	
Timeframe / deadline	

2. Background to this job

Why are we doing this; why is this piece needed?	
--	--

3. Objective(s)

What do you want to achieve? Objective(s) need to be specific.	
Major goal:	
Minor goal:	

4. Target market / Customer Avatar

You may have more than one. Nominate them in order of importance to you. Be as specific as possible about the 'person' you're targeting, not just the type of industry or company.

5. Stage of awareness

How much does the target audience already know about this product? A lot, a bit, nothing?	
Where are they on the purchase cycle? Awareness, consideration, desire?	

6. Tone

What is the voice or personality of this product? E.g.: Warm and friendly, professional and brisk, blokie and direct.	
---	--

7. FAQs

What are the top 10 questions this target audience has about this product?	1.	
	2.	
	3.	
	4.	
	5.	
	6.	
	7.	
	8.	
	9.	
	10.	

8. Features and benefits

Feature	Benefit	Reason why people buy
1.		
2.		
3.		

9. Wouldn't it be great if ...

If you asked your target audience this question (about your product), what would they say? (Even if you don't or can't offer it as part of the product)	1. Wouldn't it be great if
	2. Wouldn't it be great if
	3. Wouldn't it be great if

10. What's the problem we solve?

--

11. Creative proposition / single-minded proposition

What's the most important message you want to leave in the consumer's mind?	
---	--

12. Supporting evidence / proof of claim

What testimonials, examples, awards, accolades, etc. can you supply?	
--	--

13. The offer / incentive / lead magnet

What can you offer the reader that will compel them to consider you (rather than your competitors)? It needs to be high value and relevant but low cost, e.g.: free report, free audit, free consultation.

14. Campaign timing

Is it seasonal?	
Is there a theme that needs to be incorporated into the piece?	

15. Essential requirements / mandatorys

What must appear on the piece, e.g.: trademarks, logos, disclaimers, etc.	
---	--

16. Constraints

What can't we say or mention?	
-------------------------------	--

17. Competitors

Nominate three competitors and their website addresses.

	Company name	Web address
1.		
2.		
3.		