

**CREATIVE BRIEF Worksheet**

**Campaign or Project Name:** \_\_\_\_\_

Product or Service Definition <i>(What are you marketing?)</i>	
Marketing Objective <i>(Which objective from your marketing plan does this ad or brochure or video fulfill, or when there's no marketing plan, a concise Background/Overview of the market)</i>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
Target Audiences <i>(Who are you talking to?)</i>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
Communication Vehicles	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
Communication Objectives <i>(Desired results. What do you want the audience to think, feel or do?)</i>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>
Key Message <i>(What is the single most important benefit to the audience? What do we want to say?)</i>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
Support <i>(What are the supporting rational or emotional 'reasons to believe'? Include all major copy points here.)</i>	
Tone & Manner <i>(Adjectives which describe the product/service personality)</i>	
Design Considerations	<ul style="list-style-type: none"> <li>•</li> </ul>
Required Elements	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
Timing	
Budget range	\$