

CREATIVE BRIEF

Client:

Contact:

BACKGROUND

Why are you doing this? (It may seem obvious but it helps to put it down on paper). This is the business background, what the company is, what the business goals are, inspiration for development, opportunities spotted in the marketplace, etc...

OBJECTIVE

What **this particular piece** of promotional material should achieve

TARGET AUDIENCE

Who are we talking to? Gender, age, activities, income, location, etc

COMPETITIVE ANALYSIS

Identify key competitors & what differentiates your brand/product/service

INSIGHTS

Are there any consumer insights from people who have tried your product/service?

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TAGLINE

Is there a tag line or single defining message associated with the brand/product/service?

IDENTITY

List 4-5 words that convey the identity of your brand/product/service

**DESIGN
ELEMENTS**

Are there any required elements for the design?

OTHER