

Creative Brief

Answer the following questions to hone the scope of your project.

Why

Background: The context.

- Why are you doing this project now?

- What is your Business Problem?

- What is your Customer's Issue?

- Past Advertising History (as relevant)

Objectives:

- Goals of marketing:

- How are you measuring this?

- Is there a predisposition to purchase that you need to overcome?

- Is there a change in brand image perception that you need to make?

Who

Project Team: This should include project team members, decision-makers and any other stakeholders.

Primary Audience	Secondary Audience	Flanker Audience

What

Core Belief: What is the main idea you want to put across?

Art: Thoughts, visions, creative direction for the visual graphics based on what the client conversations and research.

Messaging: What are the main message(s) you need to convey and create? List anything that has already been finalized.

Deliverables: List the deliverables for the project. Anything mandatory? Anything you need to bear in mind?

When

Duration:

Hard Deadlines: