



## CREATIVE BRIEF

Client: \_\_\_\_\_

Product: \_\_\_\_\_

Project: \_\_\_\_\_

### Concept

- What is this ad all about?

### Objective

- What is the outcome you want to see?

### Audience

- Describe the person getting the ad with whatever details are necessary – age, preferences, habits, etc.

### Context

- Describe the context the audience will get the ad – location, timing, interaction, competing messages, etc.

### Message

- What do you want remembered about your ad?

### Product

- What is your experience with the product that you want understood?

### Promise

- What will the product do for people?

### Media

- Video? (TV, web, in location)
- Audio? (Radio, web, in location)
- Image? (Billboard, magazine, postcard, etc.)
- Copy? (Script, article, blog post, etc.)