

The Creative Brief

- A Written Agreement
- A Road Map
- A Project Tracking Tool
- A Business and Creative Strategic Plan

Why write a Creative Brief?

Research leads you to determine the **Target Audience** which allows you to **Focus your Message** to a **Media Strategy** which drives the **Budget** and **Schedule**.

Creating a written narrative of this process means you'll "stay on message".

Background / Overview:

- Describe the big picture.
- What's currently going on regarding this issue?
- Who will this campaign talk to?
- What's the one main point you want to say?

Target Audience

- Who are you talking to?
(leverage the role-playing dialog with opposing views)
- Go beyond age and sex to include demographics and psychographics.
- Explain how your audience currently thinks or feels about the issue.

How does the issue fit into the lives of your target audience?

- What's their perception of your issue now?
- Will your campaign solidify or modify that perception?
- How and when will this issue effect them?
- Are you introducing this issue to them for the very first time?

What is the objective or purpose of your campaign?

- Write a concise statement of the effect the campaign should have on viewers.
- Write a “CALL TO ACTION”
- It should be focused either on what you want them *to think, to feel, or to do.*

Write a positioning statement.

- What's the most persuasive or important thing you can say to achieve your objective?
- **This should be a simple sentence.**
- Avoid generalities because they result in ambiguous communications.

Focus the message.

- You can't cover everything.
- What is the most important, powerful statement about your issue?
- Message must be single-minded for people to understand, grasp and identify with.
- Why do they need to act NOW?

Define the tone.

- Will the campaign be humorous or straight?
- Will it be informative or simply a reminder?
- Will it be steeped in emotion or just factual?
- **How will you get the audience to care?**

Refer to Lovemarks for ideas

What are the supporting rational & emotional '*reasons to act or believe*'?

- List both the *rational* and *emotional* reasons for the target market to believe what you want them to believe and to react.
- What action do you want...
what benefit will they get?
- Include all the major copy points, in order of relative importance to the audience.

Mandatory elements, supporting information & insights

- Include all other details, such as supporting information about the issue
- List any mandatory elements such as an organization's logo, contact info, URL, etc. to be incorporated in the campaign.

Schedule and Timeline

- Lay out the timetable for writing, designing, obtaining assets, reviewing work, and all necessary approvals for production.
- Provide an estimated production budget.
- Describe media selections, details.
- Work backward from the Creative Pitch.