**CREATIVE BRIEF**

The following guide will help you prepare you creative/advertising brief; however each individual brief will have its own particular requirements. Depending on the specific nature of the project additional information may also be needed.  
Remove prompts when filling out this brief.

**Project Information**

* Project name
* Department and agency responsible for the project
* Product or service relevant to the project
* Details of who prepared the brief
* To whom the brief is to be presented
* Date the brief was prepared

**Advertising Agency Task (Scope of the Project)**

Clearly and simply detail the task/s you require the advertising agency to undertake. For example are they required to develop a campaign strategy, provide creative concepts and advertising executions, supervise and supply production of advertising or other materials, provide design and copywriting?

You must include a statement in the this section that the advertising agency will not be required to develop media strategy or plans as it is mandatory these services be provided by the Master Media Agency.

**Background**

Provide context for the campaign, for example, what situation has led to the brief? Is it as a result of a new legislation, research findings, changes to the current situation, a new government initiative or promotion of core business products/services?

Where appropriate you should also include information about the product, service, initiative or proposition to which the campaign relates. If extensive information is to be provided this can be appended as a separate document.

Your communications plan will also need to be appended.

**Business or Marketing Objectives**

Identify the overall objectives you wish to achieve. These may be much broader than what can actually be achieved by the communication objectives; for example reduce road accidents or increase program participation.

**Communications Objectives**

Clearly state the role that the communication campaign will play in achieving the business or marketing objectives. The communication objectives are those that can realistically be achieved by communications activity. You must differentiate these objectives from the overall marketing or business objectives; for example this can include generating awareness, educating, positioning the brand, advising of changes, announcing a new service or legislation.

With a complex campaign there may be several audiences each with a particular communication objective which is specific only to that audience. If this is the case then you will need to provide each communication objective for each audience.

All objectives stated will need to be measureable.

**Communications Strategy**

If you have a communication strategy that has already been developed, then this section should outline the way it will work and the elements within the strategy. This section should also explain which part/s is/are to be addressed by the advertising agency.

If you have a preference for a particular medium then you must outline this e.g. television, outdoor etc. However, it is the responsibility of the Master Media Agency to work with the advertising agency to develop the best campaign including media selection so their final recommendation may not always follow your stated preference.

**Target Audience(s)**

Who are you trying to reach or influence with your campaign?

Generally, there will be a primary audience and one or more secondary audiences. Secondary audiences could include groups who might influence the primary audience such as teachers and authority figures or gatekeepers such as officials, community leaders and business people.

You will need to provide as much information as possible about the audiences such as:

* Demographic - describe using by both age and gender demographic criteria
* Psychographic - describe using target audience beliefs, attitudes, values and experiences
* Geographic - describe using target audience/s location/s; for example, Metropolitan Adelaide, Regional South Australia or Interstate

The Master Media Agency will use research that looks at the behaviour of people, attitudes and lifestyles that may assist you in identifying your target audiences.

**How does the Audience feel about you now?**

How does the target audience currently feel about your product, service, program or proposition? Describe any seasonality or other factors that influence how they feel.

**Key Messages**

What is the key message you want to send your target audience? Try to state this as simply as possible. You will need to give considerable thought to the key message/s as it is will be critical to the advertising campaign.Generally, there will also be a secondary key message.

In order to make the audience believe in the key message, you should also include evidence or rationale to support the key message.

**How do you want the Audience to feel about you?**

How do you want the target audience to feel about your product, service, program or proposition after seeing the advertising?

If you want the audience to take a particular action then make sure that you clearly state this; for example phone for further information, visit a website, register etc.

**Tone and Manner**

In this section you should provide information on any requirement you may have for the tone or manner of the communication; for example informal, formal, conversational, reassuring, authoritative, approachable, humorous etc.

**Mandatories**

In this section you will need to provide details of anything that the advertising agency must include in the advertising; for example logos, response phone number, reference to sponsors or stakeholders, existing slogan, consistency with existing communication materials etc.

**Evaluation**

In this section you will need to provide detail of how you propose to evaluate the campaign; for example benchmark surveys before and after the campaign, number of calls to response phone line, sales, enquiries etc.

It is important to ensure that the method of evaluation is consistent with the communication objectives of the campaign.

**Budget**

In this section you will need to give details of the total budget you have available. You will also need to provide a breakdown of how you believe it should be used so that adequate allowance is made for any mandatory inclusions such as media, creative and production, research, brochures and distribution.

**Timing**

In this section you should provide details of all critical deadlines and any important timings to be aware of; for example launch date, campaign commencement and conclusion, response deadlines, approval dates, seasonality, times to avoid, peak demand times etc.

**Further Information**

If you have any appropriate background or additional material then this should be provided as an appendix; for example research reports, supporting information for the key messages, copies of media releases, examples of existing brochures or collateral material, website addresses where further information can be found etc.