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| --- | --- | --- | --- |
| Client: |  | Project: |  |
|  |  |  |  |
| Brand: |  | Author: |  |
|  |  |  |  |
| Date: |  | Job no: |  |

**CREATIVE BRIEF**

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| --- | --- |
| **Marketing Objective** |  |
| What is the overarching marketing goal that supports the business objective (e.g., increase preference, drive conversion, increase frequency, brand awareness)? |
| **Context** |  |
| What are the social and industry-specific factors that may affect this campaign? |
| **Communications Challenge** |  |
| In the form of a question, frame the opportunity and the change we’d like to affect in the audience’s relationship with the brand. |
| **Audience** |  |
| Who are the people that we want to address with this communication? What are their habits, tastes, and lifestyles? |
| **Cultural Insight** |  |
| What unique audience attributes (attitudes, behaviours, and beliefs) can we leverage to make this communication culturally relevant? To what extent does cultural identity play a role in decision-making? |
| **Core Desire** |  |
| The culmination of the Audience and the Cultural Insight. What is the most powerful human desire the brand can fulfil? |
| **Brand Idea** |  |
| The overarching statement of what the brand stands for. |
| **Stimulus** |  |
| What is the main idea that we must communicate to spark the intended Response? |
| **Reasons to Believe**  |  |
| What can the brand get credit for (specific benefits, attributes, brand truths, etc.) that will make the Stimulus believable?  |
| **Response**  |  |
| A statement that captures the intended reaction to the Stimulus. |
| **Measures of Success** |  |
| What metrics will we use to measure the campaign effectiveness against the stated Objective? |
| **Mandatories** |  |
| What are the creative requirements? |
| **Deliverables and Timing** |  |
| What do we need to create?  |