**CREATIVE BRIEF**

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| --- | --- | --- | --- |
| **Client:** |  | **CLS owner:** |  |
| **Campaign:** |  | **Creative Director:** |  |
| **Synergist #:** |  | **Associate Director:** |  |
| **Date & version:** |  | **Planner:** |  |

**What is the problem we are trying to solve?**



[Remember, it’s the client’s problem we want to capture. Use this space to describe the product or service in question, why the client needs our help and why they need it now. Finish with why is it the problem?]

**What results do we need to deliver?**



[What measurable objectives do we want to achieve? Describe as well as list: how many and what kind of meetings, for example?]

**Who are the audience?**



[What type of organisation? What sector? What job titles and roles? What else do we know about them? Why are they the audience?]

**What do we want the audience to believe?**



[What is our single-minded message?]

**Why should they believe it?**



[What is relevant, valuable or unique about the proposition? What is special or different about the client in this area? What evidence do we have? What do competitors say about their similar propositions?]

**What do we want the audience to do?**



[What is the call to action? How will it benefit the audience?]

**What is the budget and timeframe?**



[And are they realistic? If you don’t know exactly, put a rough idea.]

**What else is it essential that we know? Are there any mandatory deliverables?**



[Anything else that’s important but doesn’t appear above.]