

# CREATIVE BRIEF

**CLIENT:**  
**PROJECT TITLE:**  
**JOB NUMBER:**  
**DATE:**

**What are the specific goals for the outcome of this project?**

**Describe the product or service we are promoting and any RELEVANT background:**

**Describe the features of the product or service:**

**Describe the benefits (emotional & rational) of the product or service:**

**What problem(s) is/are solved by the product or service?**

**What specific evidence do you have to support the product benefit claims being made?**

(facts / science / data = reasons-to-believe)

**What would you choose if you could only highlight one product benefit?**

**Who is our primary target audience:**

Demographically (outward traits) & Psychographically (inward traits = attitudes / beliefs, etc.)

**What (social and psychological) factors motivate people to buy the product or service?**

**What particular lifestyle factor(s) motivate our primary target?**

**What are the principle reasons consumers choose to buy from this brands' competitors?**

**What is the most important message to convey about this product/service?**

**What are we really selling this customer?**

(ex. not an airline seat — but time savings )

**Are there any specific obstacles or objections that may impact the purchasing decisions of your target market buyer?**

**On which third party websites, forums and community pages does our target spend time online interfacing with this category?**

(not including the client's owned media platforms, ie. their website, Facebook and Twitter pages, etc.)

**Any additional message(s) our target market should hear about?**

**What keywords would you like to associate with this brand?**

**Describe how you would like to brand the overall company/brand in terms of brand pillars & beliefs and brand tone & style?**

**Can you offer 3 example of brands outside this category whose marketing and messaging style the client(s) strongly admire?**

**Are there any competitive brands in this category who we think are doing/saying something particularly well?**

**How does/will the message we develop for this project intersect with other/current brand messages being projected?**

**What else needs to be conveyed about this project?**

(mandatories. ex; 'website URL must appear')

**STAKEHOLDER CONTACT LIST:**

**TIMING / KEY DATES:**

**BUDGET CONSIDERATIONS:**