

**Creative Brief:**

**The project name**

*A very, very short (1-2 sentences) overview*

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| **Client** |  | **Prepared by** | Name, phone number and email address |
| **Client contact** | Name, phone number and email address | **Date issued** |  |

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| **The Big Idea** | The project in a nutshell.  What is the essence of the campaign and the key insight you’re acting upon? What outputs are expected? What do you hope will happen as a result? |

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| **The Challenge or Opportunity** | What is the business problem you’re trying to creatively unpick? Or the burning opportunity that can’t be missed? Examples include:   * The client needs to convert more trials into paid customers * The client wants to reposition to appeal to new markets * The client needs to break down an obstacle to purchase * The client is keen to create buzz around a breakthrough new product |
| **Our Goal** | What is the campaign trying to achieve? What do you want people to think, feel, or do? Be specific and single-minded, linking it to the key challenge or opportunity. Examples include:   * To secure 1,000 pre-orders of the client’s new employee wellbeing platform * To break into the lucrative 18-25 market with a subscription+ model * To inspire a 25% uplift in physical activity with our wearable tech device * To increase brand recognition amongst head teachers by 30% |
| **Target Audience** | Whose problem are you solving? Whose behaviour are you trying to change?  Describe the target audience in terms of:   * Demographics (age, sex, education, income, marital status, occupation) * Psychographics (personality, interests, aspirations, lifestyles, habits) * Current/target perceptions about the brand and product |
| **The Big Picture** | Zoom out for a moment. What is the background and context of the campaign? Think about:   * Product context i.e. attributes, price point, sales record, perceived quality * Cultural context i.e. current events and emerging trends * Market context i.e. competitive landscape, category perceptions * Brand context i.e. reputation, customer experience, values   **Provide a short overview of this context to concentrate the mind of the creative team.** |
| **Key Insights** | This is a statement of the facts. What one powerful truth are we pinning the campaign on? What are the reasons to believe and buy?  **Examples include:**   * Better for the environment. Beyond Meat create delicious, plant-based “meat” products that are better for us, our animal friends and the planet. * Better for humanity. For every pair of TOMS sold, they donate a pair of shoes to a child in need. * More battery life. Tesla’s Powerwall 2 has 30% more charge, powering your home for longer. * Democratising good design. IKEA brings Scandinavian luxury furniture to the masses with accessible assemble-at-home alternatives. * Cheaper. Poundland brings your favourite products from the UK’s top brands for only £1 per item, saving you £5+ per basket. |

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| **Deliverables** | State what is due to be provided upon the completion of the project e.g. an integrated marketing campaign, a new app, video case studies, and so on. What spec are they working to? |
| **Schedule** | **Lay out each step of the campaign’s development. For example: creative concepts, initial review, revised concepts, formal client presentation, customer panels, go to market** |
| **Budget** | Be sure to separate creative development, production and media spend. |

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| **Brand Assets** | Link to anything the creative team might find useful. |

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