

creative brief

Client:

Contact:

Date:

Project:

Bluesumac PM:

Background:

What is the background of the project? Why is it being done?:

Target Audience:

Who are we trying to reach? Who do we want to talk to? What do they already think about this subject? Is there anything that should be avoided?

Objectives:

What is to be accomplished? How will this be measured? What are the critical success factors?

Single Message:

What is the one thing to tell the audience? What is the single thing they should remember about the offering?

Credentials:

How will they believe what we say? How do we demonstrate our credibility?

Mandatory Elements:

Such as the client's logo, address, phone number and so forth.

References:

What other campaigns or examples have you seen, or remember that impressed you?

Deliverables:

What is to be used to give the audience the message? What is the best way or place to reach this audience?

Timeline:

How soon is this needed? When is it expected to be done? How many rounds (revisions) will this project undergo?

Budget:

How much can be spent to get this developed? Is there any budget needed to publish/flight the creative?

Approvals:

Who needs to give the "okay"?