

CREATIVE BRIEF

Client: _____ Brand/Product: _____

Marketing Background

Three basic questions need to be answered: 1. Where is the brand or product in the marketplace? Is the overall product category growing or declining. Is it market leader? Is the share increasing or declining? What are the reasons? 2. Where do we want to take the brand? Maintain its current position? Increase market share? Sell X number of units? 3. How will we do this? Increase advertising activity? Increase sales promotion activity?

Competitive Frame

Who is the competition? What is their SOV? What competitive product claims do they make? Is their advertising considered effective?

Product

What is the actual product name (s) and product features

Advertising/Communication Objectives

Objectives should be realistic and limited. Maximum of 3 objectives. The objectives should cover what we expect the advertising to achieve e.g. Create awareness, Generate sales leads, Deliver a specific advertising message.

Target Audience

The target should be specific, it should always be limited, a target audience must never be "All Adults" of the "general public". The target should be divided into two components: Demographics; age, sex, income, occupation, marital status, geographic location and education. Psycho-graphics: some distinguishing behavioral characteristic of the target which may be a motivating factor (eg.) a frequent business traveller for an airline, heavy coffee drinkers for instant coffee..

Promise/Consumer Benefit

In one statement you must determine: What is the motivating reason to buy the product? What will the product do for the consumer? How will the product or service change the consumer's life? What can we say about the product that will impel consumers to take action?

Critical Support

What is the key/critical product feature or attribute that justifies, substantiates and supports the above benefit or promise. It can be tangible or intangible, it can be real or perceived.

Tone & Manner

How does the advertising sound, how do we portray the product: is it young or old, masculine or feminine, fun, serious, exciting, trustworthy. If the product is new the advertising should feel new.

Mandatories

Rules or instructions, about how the brand should be shown: use of taglines, logos, fonts, colors

What is required

What is wanted: print ads (what size) colour or B/W, Magazine or Newspaper, Billboards or POS, What length of radio spots or TV spots. Production budget.

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