**Profle title**

| **Driver** | @ mention Driver here |
| --- | --- |
| **Approver** | @ Approver |
| **Contributors** | @ Contributors |
| **Informed** | @ Informed |
| **Campaign name** |  |
| **Campaign timeline** | e.g.,- |
| **Creative request due** | e.g., |
| **Status** | in review |

**🚀 Project overview**

| **Goal** | Explain why you're launching this project. |
| --- | --- |
| **Opportunities** | List the opportunities. |
| **Challenges** | List the challenges. |
| **Competitive environment** | Describe the competitive environment. |
| **Selling points** | List the selling points that set you apart from competitors. |
| **Value propositions** | List the main value propositions you want to highlight. |

## 🏆 Objectives

Summarize the overall business objective for the creative request in 1-2 sentences. If you have more than one objective, organize them by priority. Try to link your business goals to measurable KPIs.

| | **Objective** | **Priority** | | --- | --- | |  | High / Medium / Low | |  |  | |  |  | |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

## :sparkles:​ Brand strategy

Explain your strategy and how the creative request helps you achieve your goals.

## :art:​ Creative requirements

### Concept statement

Summarize what you're trying to communicate to your customers and what you hope the creative request will achieve.

### Target audience

List the customer types and audiences that the creative request is targeting. If you have more than one target market, organize them by priority.

| **Target audience** | **Priority** |
| --- | --- |
|  | High / Medium / Low |
|  |  |
|  |  |

### Pre-creative & post-creative behavior

| **Pre-creative** | **Post-creative** |
| --- | --- |
| Describe how customers think about your product now. | Describe how customers should think about your product after they see the creative request. |

### Key message

Summarize the most important message the customer should understand after seeing the creative request.

### Reason to believe

Explain why the customer should believe the messages you're trying to communicate with the creative request.

### Tone of voice & personality

| **Emotions** |  | **Personality** |
| --- | --- | --- |
| List the emotions or moods that the creative request should communicate.   * e.g., excited, hopeful, cautious |  | List the personality traits that the creative request should communicate.   * e.g., professional, trustworthy, funny |

## 🚚 Deliverables

| **Deliverable** | **Channel** | **Specifications** | **Owner** |
| --- | --- | --- | --- |
| e.g., banner ad | e.g., LinkedIn | e.g., 728x90 | @ mention the owner |
| 💰 Budget What is the anticipated budget for the request? Timeline & review process  | **Deliverables due date** | Type // to add a date using a calendar. | | --- | --- | | **Approval process** | e.g., Expect at least 3 rounds of creative reviews and schedule several days for design and feedback after each round. | | **Creative reviewers** | @ team member |  Competitive analysis Include screenshots or links to creative examples from competitors.   | **Competitor** | **Creative examples** | | --- | --- | |  |  | |  |  | |  |  |  |
|  |  |  |  |
|  |  |  |  |