

Sample Creative Brief

Project Title:

BreathEase HCP Rep-Triggered Email Campaign

Client / Brand:

Medicine Brand X

Product Name:

BreathEase – A new treatment designed to help COPD patients live longer, breathe easier, and experience fewer symptoms.

Objective:

Educate healthcare providers (HCPs) about BreathEase, a novel treatment for COPD that offers measurable improvements in patient quality of life, symptom control, and long-term health outcomes. The goal is to build awareness and interest, drive clinical consideration, and prompt HCPs to engage with a sales rep, request more information, or review the latest clinical data.

Target Audience:

Primary Care Physicians, Pulmonologists, Nurse Practitioners, and Physician Assistants who treat patients with moderate to severe COPD.

Key Message:

BreathEase is a breakthrough in COPD care—helping your patients breathe easier, live longer, and do more. Clinically proven to reduce exacerbations and improve daily functioning.

Tone of Voice:

- Friendly and confident
- Respectfully educational, not promotional

- Conversational but grounded in clinical credibility
 - Empathetic to patient needs and provider priorities
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Deliverables:

- 3 rep-triggered HCP emails (max 300 words each)
 - Each email to include:
 - A headline that captures attention
 - Brief clinical benefit messaging
 - 1 supporting stat or quote if relevant
 - Clear and compelling call to action (e.g., "Request a visit," "View the data," "Download the HCP guide")
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CTA Examples:

- “See the data that’s changing COPD care.”
 - “Let’s talk: request a visit from your BreathEase rep.”
 - “Get the latest COPD treatment insights—delivered to your inbox.”
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Timeline:

Kickoff: ASAP

First Draft Due: [2 Weeks from Today]

Final Emails Delivered: [One Month from Today]

Success Metrics:

- Open rate and click-through rate
- Increase in rep meeting requests
- Engagement with educational assets (e.g., data sheets, guides)