

THE CREATIVE BRIEF

PROJECT NAME: _____

State the objectives for the project as simply as possible. Decide what's really important. Remember, good advertising is almost always based on a simple, clear message that evokes a strong emotion from a well defined audience. This creative brief is not to serve as a substitute for discussion between agency and client, nor is it a replacement for background materials to the job order.

1. Who are we talking to?

2. What is the thing we want to tell them? (the position)

3. What reasons support our position to the larger audience?

4. What do we want them to do?

5. What media are involved?

6. What are the legal and logo requirements?