# Creative Brief

**Template** 





### Project Title

# Ad Impressions

### Project Overview

This project is to introduce AI services mission and products to businesses.

### Objective

This is a concise statement of what you want to accomplish in your target market. Do you want to inform, persuade or motivate an audience to take a specific action?

To have signup of 40 businesses using our Al services.

### Target Audience

Who is the creative work addressing? Describe in as much detail as possible who you want to engage and influence. Use demographic information, describe interests, behaviors, needs and fears.

Business who needs to use or implement Al technology.

### Competitors

Who in your field also targets the same audience? Summarize what products they are currently selling or campaigns they are running that might affect reaching your own objectives.

There are several companies from USA have some offices here offering AI services.

### Your Offer

What are you trying to promote or sell exactly? What aspects or features of your offer stand out?

Our company is providing customized AI services to fit into their business needs and local culture condition.

### Key Benefit

What is the single most important benefit of your offer for your target audience?

Quality services and support

### Problem

What important problem of your target audience is your offer solving?

Application of AI to solve business problems

### Proof Points

What information can you share to make your offer credible and trustworthy? Can you share customer quotes, satisfaction levels, low-price guarantees or test results that lend you external credibility?

Since the company just launched, we need to get several contracts from new customers to prove the results and published excerpts from these case studies.

### Deliverables

What asset or assets do you need specifically? Images, a video, a PowerPoint presentation? Include details about the specific file format, size or other technical requirements.

Deliverable 1	Powerpoint
Deliverable 2	Short video
Deliverable 3	

### Look and Feel

Add some keywords or personality traits that describe what you want the tone of voice and design to feel like.

Consistent guidelines to be followed.

### Guidelines

Here you can include specific design features that you want to see included such as specific headlines or product photos or more general guidelines for the execution such as color palettes or fonts to use.

Сору	Not applicable
Social Media	Facebook
Other	None

### Timeline

Projected timeline

July – August 2022

Important dates/deadlines

31 August 2022

### Budget

Amount	RM2000
Financial Sources	Company Budget
Notes	None

## Comments and Approval

**Contact Name and Title** 

Marketing Dept

Comments

None

Date Signature



