

Creative Brief Canvas

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| <p>Your Business Problem or Opportunity <i>What is the business problem we are trying to solve?</i></p> | <p>The Audience Problem or Opportunity <i>What needs are we satisfying?</i></p> <p><i>Internal Audiences:</i></p> <p><i>External Audiences:</i></p> | <p>Brand Tone—<i>what is the brand personality/tone you feel might be appropriate?</i></p> | <p>What's the SMIM? <i>Single Most Important Message. Emphasis on SINGLE.</i></p> |
| <p>Our Business Goal — <i>Why will this benefit the organization? How will this benefit your immediate business objectives?</i></p> | <p>The Audience — <i>Who are we trying to persuade? What are the personas?</i></p> | <p>Why? — <i>Why should people believe us or care? What's in it for them?</i></p> | <p>Outcomes — <i>What do we want our target to think, feel or do differently as a result of this project / message / campaign?</i></p> |
| <p>Project Scope — <i>What assets, how long are they, where will they be seen? Are there any special requirements e.g. captioning?</i></p> | <p>Audience Insight — <i>What are some interesting insights we can build our approach around? Highlight research / data that supports the insight.</i></p> | <p>Metrics — <i>What does success look like? How will goals be measured? KPIs?</i></p> | |