**Creative Brief Template**

*Last Updated: May 2024*

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***This is a creative brief template, which provides the creative team guidance on the objectives of the campaign and other critical executional considerations for the development of the creative assets - the italicized text is intended to provide additional context and examples.***

*(Tip: Refer back to the Campaign Brief that you developed during the initial “Kick Off” phase. Information from that brief can be fleshed out here with further detail.)*

**IMPACT OBJECTIVE**

*The desired outcome of the initiative.*

*EXAMPLE****:***

* *Improve economic outcomes for residents of NJ by making it easier to start, operate and grow a business.*

**BUSINESS GOAL**

*A single goal such as generating leads, generating sales, creating awareness,etc.*

*EXAMPLE:*

* *Grow user Business.NJ.gov base (overall users).*

**MARKETING GOALS**

*Actionable and trackable goals for the campaign.*

*EXAMPLE:*

* *Create awareness of Business.NJ.gov brand and URL*
* *Drive traffic to Business.NJ.gov*
* *Test the ability of paid media to reach and drive diverse and underserved audiences*

**METRICS FOR SUCCESS**

*The measure(s) used to evaluate and determine the success of the campaign. These should align with the marketing goals.*

*EXAMPLE****:***

*% increase (month over month/year over year) in:*

* *Overall users*
* *New users*
* *Measure the degree to which the paid media reaches diverse and underserved audiences*

**AUDIENCE**

*Group(s) of individuals the campaign is speaking to.*

*EXAMPLE:*

* *Owners and operators of businesses located in New Jersey*
* *Entrepreneurs looking to start a business in New Jersey*

**TARGETING**

*Demographic information about the audience including age, gender, HHI, education level, etc.*

*EXAMPLE:*

* *Adults, 25-64*
* *Restricted to the State of New Jersey*

**KEY PROBLEM**

*The problem that is trying to be solved.*

*EXAMPLE:*

* *Many steps/government entities are involved with starting/operating a business.*

**VALUE PROPOSITION**

*Statement that expresses the answer to “What’s in it for me?” for the audience.*

*EXAMPLE:*

* *Business.NJ.gov helps independent businesses succeed.*

**CALL TO ACTION**

*A prompt that encourages the user to take the next step.*

*EXAMPLE****:***

* *Learn more / get started.*

**TONE**

*The feeling the campaign will express and evoke.*

*EXAMPLE:*

* *Consistent with the conversational tone of the Business.NJ.gov website that comes from a place of partnership, actionable help, and commitment to your success.*

**BENEFITS**

*A list of what the product or initiative does for the user/how it helps them.*

*EXAMPLE****:***

* *All the information you need to start, grow and operate your business in NJ*
* *Manage/complete key business requirements in one place*
* *Find out your tax and annual report deadlines*
* *Get expert advice from a real person*

**REASONS TO BELIEVE**

*A list of reasons why the audience should be compelled to convert.*

*EXAMPLE:*

* *Rich content library and database of funding resources*
* *Register your business here*
* *Navigator tool personalizes deadlines and requirements for your business*
* *Live chat is supported by real business experts during business hours*

**STRATEGIC APPROACH**

*Tactics to reach desired audience.*

*EXAMPLE:*

* *Develop awareness messaging that speaks to audience’s desire to “succeed”*
* *Supplement with benefit-driven direct response messaging (display/paid social)*

**EXECUTIONAL CONSIDERATIONS**

*Details on the deliverables to be executed.*

*EXAMPLE****:***

* *Marketing assets will be determined by final Media Plan*
* *Video-first approach featuring real entrepreneurs and owners*
  + *1 :30 and 1 :15 (TV/streaming)*
  + *6 :12 (paid social)*
* *Other assets to include banners (animated and static), static social, and text ads*
* *Assets to feature Business.NJ.gov URL*
* *Video/photography assets will lend themselves to re-editing/repackaging in the future to support new product features and benefits.*