Creative Brief

Client Primer: Company XYZ

(Campaign name)

(Date)

# Background

Provide the creative team with a history of the company, product or program.

(Company XYZ) has asked for our help to (inset goal of marketing activity here).

In order to accomplish this goal, we will (state deliverables below):

* Enter Deliverable #1
* Enter Deliverable #2
* Enter Deliverable #3

# Corporate Facts

(Company XYZ) was founded in (year) to (mission).

(Company XYZ)’s office(s) is (are) at (addresses, cities), where the company’s administrative infrastructure is located. The company has a staff of about X people. More information can be found at (Company XYZ website URL)

# Overall Assignment

The major marketing and communication objectives of this campaign are: (ex. increase brand awareness, promote new product, etc.).

* Enter High Level Objective #1
* Enter High Level Objective #2
* Enter High Level Objective #3

# Tactical Objectives

The tactical objectives of this campaign are: (ex. increase sales by X%, increase margin by X%, increase price tolerance, etc.).

* Enter Tactical Objective #1
* Enter Tactical Objective #2
* Enter Tactical Objective #3

# (Client) Product and Service Facts and Benefits

Describe Company XYZ’s key products and services with benefits stated in customer terms.

# Market Overview & Competitive Situation

Provide a snapshot of industry and identify major competitive activity, economic situation, competitive advertising expenditure that may influence this campaign.

State advantages and disadvantages for each competitor if possible and define the single “enemy” that will be the target for displacement with this product/service.

## Customer Profile

Provide demographic and psychographic profile of decision makers in the buying process. Use Demand Metric’s customizable Stakeholder Analysis Matrix and Customer Profile Template to quickly identify & analyze stakeholder buy-in.

Profile the type of company buyers’ work for, their job titles, the other brands they buy, and what they worry about (their pain). Furthermore, use decision mapping to demonstrate and understand how the buying process works.

# Awareness Levels

About XX% of customers are aware of (Company XYZ). It is important for the creative team to know how much foundation work is needed to build recognition of the company, the products, and the benefits in the client’s mind.

# Key Messaging & Corporate Positioning

Use the customers words to describe the corporate positioning – a key element of brand.

What is the Key Message we want to communicate? Define the Support Points for that Message.

# Campaign Measurement

Indicate how you intend to measure the effectiveness of this campaign. Outline KPIs & metrics related to the campaign.

# Campaign Execution

Required logos & branding

Graphic Use Policy Template & image guidelines

Any other client contacts that may need to provide agency with info

# Proposed Timelines

Insert campaign timeline & Launch date here.

# Budget & Additional Resources

Outline budget & resource requirements here.