Creative Briefing Template

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| The Business / Product | What are we promoting? (describe your company / product). | | |
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| Objectives | How do we want the audience to react to our communication? What do we want our audience to do? (calls to action) |
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| Customer profile | Who are we talking to, define the audience? What are the personas / customer profiles? |
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| Reasons to believe | Why would the audience believe our claim? / message? |
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| Channels & Competitors | Where will this communication take place? What’s the competitive landscape? What are competitors doing? |
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| |  | | --- | | **What’s the desired execution / channel(s)?** | | |
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| Branding & legal | Branding/Mandatories etc. (link to style guides) Any translation/language/regionalisation required? |
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| Any other important info | What’s the deadline/milestone dates for creative crits and reviews? What’s the budget? How will we measure success? (KPI’s, Focus Groups, SM stats) |
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| |  | | --- | | **Media Requirements (Image Sizes etc)** | | |
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