



# Creative Brief Template

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Client / Client contact information: \_\_\_\_\_

Project name and description: \_\_\_\_\_

Prepared by: \_\_\_\_\_

## **PROJECT NAME: BACKGROUND AND OVERVIEW:**

- Include why the project is needed and how it aligns to your business goals aka What's the big picture? What's going on in the market?
- What's the end goal of the project aka the effect the ad should have on consumers
- Where it will be displayed

## **DEADLINE:RELEASE DATE: WHO IS THE TARGET AUDIENCE?**

- List the demographic you're targeting with as much detail as you possible. aka Who are they?, Where are they?, What else do we need to know about them?

## **HOW WILL THIS PIECE PERSUADE THE AUDIENCE TO PERFORM THE DESIRED ACTION ABOVE? WHAT STRATEGIES ARE USED?**

- Eg. What's the drive for them...(emotion, CTA, gain etc..)
- Talk about the tone of the video.
- List the rational and emotional reasons for consumers to believe and try the product/service you are offering



**PROVIDE SOME BACKGROUND ON YOUR BRAND AND THE BRAND CHARACTERISTICS THIS VIDEO AIMS TO EVOKE (FOR OUTSOURCED PROJECTS):**

- Include a description of the brand voice, positioning, tag lines, the company website and logo

**DELIVERABLES**

- Here you can provide details on video format and even production specs

**TIMELINES AND BUDGETS**

- When will the project start and when is the completed video required?
- Have you allocated a budget for the project? (sometimes it enables the production company to give you a clear idea of what can and can't be done. Alternatively, you can hide the budget and ask the different production company to base a proposal on the number of days THEY think will be needed for such product. (it can be dangerous though as we are talking about something intangible. Best way is to show something similar in terms of production value and aim for that as a reference.



**OUT OF THE BOX**