



Creative Brief

Client **Brand** **Date**

Proposition

The brand's key message or promise
The campaign's core idea

Support

Facts supporting the proposition

Benefit

Recipients' emotional and rational advantages

Tonality

How the brand character is expressed in tone of voice and visuals

Marketing objectives

Which marketing objectives do we want to achieve?
When and how are these objectives being measured?

Communication objectives

Which communication objectives do we want to achieve (increase of awareness, image shift, information brokering, change of the target group's attitude towards the brand etc.) When and how are these objectives being measured?

Target group description – socio-demographic

Description of the target group: age, gender, location, income, profession, industry etc.

Target group description – psychological

Target group insight: What do they think about the brand? What feelings do they have about it? e. g. fears, barriers, prejudices, motivations, desires, dreams etc.

Channels

Communication channels and measures

Requirements

Further information like corporate design

Team and timing