



CREATIVE BRIEF

CAMPAIGN REQUIREMENT:

(eg. Bigmailout / Database / Design)

BACKGROUND:

(Any relevant information that needs to be understood about the history of the campaign and whether any other activity will be taking place)

WHY ARE YOU ADVERTISING?

(What is advertising going to achieve? What are your objectives)

WHAT ARE YOU ADVERTISING?

(Goods / Services / Store Opening / Promoting Products / Invitation)

WHO IS YOUR TARGET AUDIENCE? *(Corporate / Retail / Girls / Boys / Specific Industries)*

WHAT DO YOU WANT THEM TO THINK, FEEL AND DO AFTER SEEING YOUR COMMUNICATION?

PROPOSITION:

(The single most important message you want the target market to take from the communication?)

SUBSTANTIATION:

(The features or benefits that you can use to prove the proposition)

SUPPORT INFORMATION:

(List in order of priority other information that should be included in the communication)

WHAT IS THE OFFER?

(Make this plain and simple, if you can't see the offer they won't buy it)

WHAT SHOULD THE TONE OF VOICE BE:

(eg. warm and funny, formal and business-like)

MANDATORY INCLUSIONS:

(e.g. logos, legal, corporate guidelines)

BUDGET:

(Set your budget and make sure you have a bit extra, just in case. Don't start your campaign if you can't afford it. It's better to wait until you have a budget than send out something that says your products or services are not quality)

TIMINGS:

(All critical dates should be included, make sure you have allocated plenty of time for printing, postage and delays getting your promo to your customers, it's better to have your promo sitting at the Mail house for a week than rushing it through and missing your deadline.)