

Hungry4Web

YOUR 24-HOUR DESIGNER DINER

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Creative Brief

today's date:

CLIENT		CLIENT/PRODUCT DESCRIPTION	
		Tell us what your company does, exactly, or what your particular product does.	
CLIENT CONTACT		<p>EXAMPLE</p> <p>CREATIVE BRIEF</p>	
Name			
Phone			
Email		<p>PROBLEM TO BE SOLVED/OBJECTIVE</p> <p>Typically expressed as an action. And frequently focused either on what you want them to think, to feel, or to do. For instance, your products are not selling well to women over 30, and we want them to begin purchasing your product. That's the problem we must solve.</p>	
FINAL OUTPUT/ COMMUNICATE VIA			
website	stationery		
logo	newsletter		
ad	catalog		
mailer	signage		
invitation/card	display/POP		
business card	brochure/flyer		
other:		<p>WHAT DO YOU WANT TO SAY?</p> <p>What's the single most important thing we can say/ express to achieve the objective? This should be a simple sentence (or sentences) expressing a specific idea (or ideas). Avoid generalities because they result in ambiguous communications.</p>	
PRODUCTION SPECS (if known)			
size(s):	Quantity:		
color(s): 4 Color B&W Pantone Colors			
other notes:			
DUE DATE/TIMELINE			
First proof:	Final proof:		
Files to client/printer/uploaded: (if applicable)			
Additional info:			

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KEY FACTS

This can be a simple listing. Tell us the obvious facts about your company or product.

TONE/GUIDELINES

Conservative? Funky? Fun? Imaginative? Thought provoking? Be sure to match the tone to the audience.

PROMISE/BENEFIT

This is an If/then hypothesis. For instance, If you buy our product, you will have more free time available.
Or, If you use Crest when you brush, your teeth will be whiter.

BACKGROUND MATERIALS/OVERVIEW

What's the big picture? What's going on in the market? Anything happening in the industry we should know about? Current and/or past advertising/marketing materials. Competitor advertising/marketing materials. Press releases. Testimonials.

UNIQUE SELLING PROPOSITIONING

What one specific thing makes your company or your product unique? Only one, please.

ANY OTHER IMPORTANT DETAILS

Here's where you put all other details, such as information about the offer if it's a direct response ad. Perhaps a description of the brand personality. And any mandatory elements such as logo, address, phone number and so forth.

TARGET AUDIENCE

Specifically, to whom do you wish to sell? Include age, diversity and economics. The more precise and detailed the better. Go beyond age and sex to include demographics and psychographics.