

creative brief

On behalf of your creative team, **thank you in advance for your time.** The sections below are core foundations to delivering strategic deliverables to garner results.

PROJECT TITLE

BACKGROUND

OBJECTIVE

AUDIENCE

CALL TO ACTION (CTA)

POSITIONING

Don't sweat it.

Fill out as much as possible.
And if you hit a wall, page two could provides additional aid.

bit.ly/ona-freebies



ADDITIONAL NOTES

Background

- What is the scope of the project?
- What is the current business situation; relevant history and/or overview?
- Are there any timing requirements for the project?

Objective

- What problem do you need help solving?
- How are you measuring success? (Page views? Sales leads? Followers?)

Audience

- Who are we talking to? (Primary vs Secondary? Age, Location, Gender, Education level, Occupation, Etc.)
- What motivates them? What do they care about?
- What keeps them up at night?

TIP: Try to be as targeted as possible. There is a common industry saying, "If you target everyone then you resonate with no one."

Call to action (CTA)

- What action do you want the audience to take? Are you trying to solicit a sale, capturing the lead or nurturing a relationship?
- What might be preventing someone from taking this action?

Positioning

- Who are your closest competitors? (If they are not using you, who/what are they using?)
- How is your product different to your competitors?

Additional notes

- Are there any creative considerations? Colors? Photos?
- Are there other brands you are inspired by? (If so, why?)

