# Creative Brief Template

| COMPANY NAME | DATE |
|---|---|
| [Your Company's Name] | [Date of the Brief] |
| **PROJECT NAME** | **AUTHOR** |
| [Your Project's Name] | [Name of the person creating the brief] |

| PROJECT TEAM | |
|---|---|
| **Client Team:** | |
| **Agency Team:** | • Account Director: [Name]<br>• Project Manager: [Name]<br>• Creative Director: [Name]<br>• Developer: [Name] |

## PROJECT DESCRIPTION
[Briefly describe the project in one or two sentences.]

## BACKGROUND:
[Give context or background information relevant to the project, including market trends, previous campaigns, or industry insights.]

## PURPOSE
[Define the goals and what you aim to achieve with this assignment.]

PRIMARY: [Define the primary goal of the campaign.]
SECONDARY: [State any secondary objectives.]

## CREATIVE CHALLENGE:
[Identify and describe the key creative hurdle that the campaign must overcome. This is the core issue that your creative strategy should focus on solving.
Consider the following:
- Differentiation: How can the campaign make the product/service stand out from its competitors?
- Audience Engagement: What are the challenges in capturing and retaining the attention of your target audience?
- Message Delivery: Are there complex features of the product/service that need simplification in communication?
- Emotional Connection: How can the campaign emotionally resonate with the audience, considering their values and interests?

**AUDIENCE**
**Who are we communicating to? What do we know about the audience or app user(s)?**

- **Primary Target:** *[Pertinent to demographics, psychographics, consumer insights and/or product consumption]*
- **Secondary Target:** *[Describe any secondary audiences and their relevance.]*

**CONSUMER INSIGHTS**

- **Attitude / Beliefs**: *[Provide insights into the attitudes and beliefs of the target audience.]*
- **Consumer Habits & Practices Study**: *[Include studies or data on consumer habits and practices relevant to the campaign.]*

**KEY MESSAGE(S) & RTB**
*[List the key messages of the campaign and the supporting evidence or reasons that make these messages credible.]*

**TONE**
**What adjectives would you use to describe the product or service? What are its attributes?**
*[List adjectives that capture the desired tone and manner of the project.]*
**Brand personality:**

- **Current perception:** *[e.g. "Basic" XYZ product with undefined equity.]*
- **Future:** *[e.g. XYZ product works in sync with you as you explore all that life has to offer, it supports your search to find your power, your purpose, your passion]*

**Brand equity statement:** *[Articulate the core value of the brand that should be communicated.]*

**CONSIDERATIONS**
*[List any special considerations or constraints that should be kept in mind, such as cultural sensitivities, brand guidelines, etc.]*

**mindcrate**

**TARGET MEDIA OUTLET AND FORMATS:**
*[Detail the specific media outlets and ad formats including any preferences or requirements for each.]*

☐ Media Channel Selection:
    ☐ Television
    ☐ Social Media
        ☐ Facebook
        ☐ Instagram
        ☐ TikTok
        ☐ Twitter
        ☐ LinkedIn
    ☐ Print (Newspapers, Magazines)
    ☐ Online (Websites, Blogs)
    ☐ Outdoor (Billboards, Transit Ads)
    ☐ Other: _____

☐ Ad Format Preferences:
    ☐ For Television:
        ☐ 30-second commercials
        ☐ 60-second commercials
        ☐ Other: _____

☐ For Social Media:
    ☐ Stories (e.g., Instagram Stories)
    ☐ Feed Posts
    ☐ Video Ads
    ☐ Carousel Ads
    ☐ Other: _____

☐ For Online:
    ☐ Banner Ads
    ☐ Pop-up Ads
    ☐ Video Ads
    ☐ Other: _____

☐ For Outdoor:
    ☐ Standard Billboards
    ☐ Digital Billboards
    ☐ Transit Ads (e.g., Buses, Subways)
    ☐ Other: _____
    ☐

☐ Channel-Specific Requirements:
    ☐ For each selected channel, note any specific requirements or constraints.
☐ Integration Across Channels:
    ☐ Ensure consistent messaging across platforms
    ☐ Adapt a creative approach for each channel
    ☐ Other considerations: _____

**DELIVERABLES**
*[Specify the final outputs required, such as ad designs, video content, social media posts, etc.]*

**BUDGET:**
*[Provide the budget allocated for the project, including any limits or breakdowns for specific areas.]*

**TIMELINE:**

*[Clearly outline any deadlines, especially if there are multiple project phases.]*