



# CREATIVE STRATEGY BRIEF

CLIENT:	CONTACT:	PROJECT:
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☐ **PROBLEM/OPPORTUNITY**

What is the problem we're trying to solve, specifically.	
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☐ **AUDIENCE (MORE SPECIFICS BELOW)**

Who are we communicating with? Be descriptive. Bring the target to life.	
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☐ **PROJECT DELIVERABLES**

What content should this brief generate?	
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☐ **THE MESSAGE**

What's the rational message to keep in mind as we develop creative solutions? Otherwise known as "the takeaway."	
What is the unsaid truth in the category, the company, culture or the competition?	
<b>Tension.</b> What is the psychological, social, categorical or cultural tension that could drive a story?	
<b>Question.</b> What category convention can we disrupt? What's a question that has not been answered?	

<p><b>Talk value?</b></p> <p>What about the brand or product could help us start a dialogue with our target or create buzz within the industry? It could be the little realizations people use to support their emotional decision. Can be more than one.</p>	
<p><b>Any client insights/expectations?</b></p>	

☐ **DESIRED TONE**

<p>How do we want people to feel after seeing this work?</p> <p>3 to 5 verby words to capture where we want to land.</p>	
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☐ **MANDATORIES**

<p>Is there any existing content that needs to be included?</p>	
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☐ **CONSIDERED MEDIUMS**

<p>Are there any mediums already decided, or under strong consideration by media dept. or client?</p>	
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☐ **BUDGETS**

<p>What will be spent on paid media?</p> <p>Production budget?</p> <p>Does the client want “earned” media attention out of this work?</p>	
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☐ **TIMEFRAME**

<p>Timeline and Approvals</p>	
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☐ **REVIEW/CHANGE ORDER PROCESS**



When applicable, the scope of this project includes up to one round of changes prior to delivery. Significant changes applied to copy or creative after the transition into the production phase requires rework. Changes that impact the project cost and/or schedule will be addressed through the Change Order Process.

All changes in scope and timing will be documented and communicated. Any resulting fee changes will be presented to the client for approval to proceed and the project scope and schedule will be adjusted accordingly.

Client Contact: \_\_\_\_\_ Date: \_\_\_\_\_