



# CREATIVE BRIEF

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CLIENT:

PROJECT NAME:

PROJECT MANAGER:

TEAM MEMBERS INVOLVED:

SCHEDULE:

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**Why are we communicating (what's it for)?** *What Asset are we building? How and where will it be used? Are we proud of it?*

**Who is the audience?** *(Who's it for?)*

**What do we want the audience to think (and tell their friends)?** *Why should they believe it? And why will they tell their friends?*

**What do we want the audience to feel?** *(What are they afraid of?)*

**How will it change their status?**

**What attributes are we stressing and what KEY WORDS/COPY POINTS are mandatory in the communication?**

**What is the CALL TO ACTION?** *(What do we want them to do?) What is the network effect that will propel this forward?*

**Any previous pieces to reference in terms of design? Content?** *(Include links)*

**Any mandatory links needed to include to other client projects/site?** *(Include links)*

**Design Specs:**