



CREATIVE STRATEGY BRIEF

Project Objective... what is the #1 goal of this ad? Is there a problem to solve?

Target Audience... who we're trying to reach, and a bit about who they are.

Key Messages... what are we trying to say? Is there a special offer, price point etc ?

Competitive Information...strengths, weaknesses. How does the client stack up against the competition?

Mandatories, Specifications, Limitations... (sizes, color, logo/text requirements, quantities, call to action info, etc...)

Additional Background... (if needed) other information, considerations, history , etc. Get as detailed as you need.