

Client:		Date:	
Job Description:		Job No.	

The aim of this creative brief is to distill all the relevant information into a concise and focused brief that creates a singular outcome. If the project is multifaceted, consider breaking the project into multiple briefs or structure the brief in such a way that an overarching 'platform' idea will be created.

Key Business Challenge/Goal <i>(What are we trying to solve, what's the client trying to achieve?)</i>

Solution <i>(What is our approach, how have we solved the Key Business Challenge?)</i>

The Task <i>(What precisely are we being asked to do/produce/provide?)</i>

Single-Minded Proposition <i>(Keep this purely single-minded, not a run-on sentence!)</i>

Claims & Reasons to Believe *(What are the claims, key messages we can make and what are the key benefits?)*

Key Measures *(What are we being measured on, KPI?)*

Audience *(Who precisely are we talking to and what attributes bond this group of people together?)*

Brand Personality *(How should we be talking to the consumer?)*

Action <i>(What do we want our customer to think/feel/do to reach our goal?)</i>		
<i>Think:</i>	<i>Feel:</i>	<i>Do:</i>

Mandatories <i>(What must be included in the creative concept?)</i>

Deliverables / Media <i>(What conceptual elements need to be produced, what are we creating?)</i>

7+ Creative Review <i>(“If we tackle big problems, we’ll have big ideas” This is our creative standard)</i>								
Is it award-worthy work?			Does it meet our standard?			Does it avoid these?		
10	Most inspiring in the world	Y/N	7	Excellence in Craft	Y/N	4	Not Cliche	Y/N
9	New Standard in Communication	Y/N	6	Fresh Idea	Y/N	3	Non-Competitive	Y/N
8	New Standard in Category	Y/N	5	Innovative Strategy	Y/N	2	Not Destructive	Y/N
						1	Not Appalling	Y/N

Approvals					
CD		CSD		SM	