



Creative Brief

(to be attached to your regular copy request forms)

Client: _____



Date: _____

1. Why are we advertising? What is the opportunity we want to capture or the problem to be solved?

2. Who are we appealing to? Describe the lifestyle and demographics. How does the product or service fit into their lifestyle?

3. Why are you still in business when others have failed?

4. What would your best customers say about why they prefer to do business with you rather than your competitor?



5. What is the single most important thing we want the audience to believe? This is the heart of the brief. What is the benefit or news we want to communicate?

6. Validate your claim. Why should the audience believe it? We need rational or emotional proof.

7. What is the style and personality of the client? Tone and manner.

8. What else is important? Legalities, slogans, addresses, websites, phone, etc.?

9. What is the creative budget and the ad frequency?

Insert your logos

Insert Station Contact Information