

# Creative Brief Template

1. **Overview:** What's the big picture? What's going on in the market? What's the competition doing? Are there any opportunities or problems in the market?
2. **Objective:** Is it a commercial, a sales brochure, a website, or some other asset? Give a concise statement of the effect it should have on consumers.
3. **Target Audience:** Who are we talking to? Explain how the audience currently thinks, feels, and behaves in relation to the product category, your brand, and your specific product or service.
4. **Value Proposition:** What is the single most persuasive statement we can make to achieve the objective? Include the reasons to believe. What are the supporting rational and emotional reasons to believe and buy?
5. **Measuring Success:** What specific metrics will you look at to see if the creative piece is working? Is it website visits, is it units of product sold, or could it be something you measure later with marketing research like top-of-mind awareness?
6. **Schedule**
7. **Budget**