

## Step 4 - Creative Brief Template

### **Attitudes/Beliefs/Objections of the target audiences**

[Describe type of target] buyers, currently believe that [describe current beliefs and customer mindsets the creative will be dealing with]. This often results in [describe usual problems resulting from current prospect mindsets e.g. consuming manual reports to management, wasted money, operational inefficiencies, etc. [Describe other things about the buyers or users of the class of product, service being marketed with the creative piece.]

The communications strategy will be to [describe the strategy e.g. to lead from the client's perceived technical leadership and present TCO and business/IT alignment solutions] to the prospective [describe type of] buyer and [describe type of] user.

Toward this end, the [describe the client creative vehicle being developed] will:

- Bullet
- Bullet
- Bullet.

### **Behavior of the target audiences**

[Describe the behavior of the target audience relative to purchasing the client's type product or service] Most [describe buyers] purchase [describe product type] from [describe customary purchase channels]. Each [insert type of product] has its own set of [describe features of purchase decision]. The [insert type of product] differences often result [describe usual result of product purchase]. There is resistance among the target audiences due to [describe resistance].

### **Tone**

The tone of the piece will be [describe e.g. friendly, authoritative technical etc and will have a look and feel similar to [describe similar types of project result e.g. Website, brochure etc] that will [insert "be consistent with" or "create for the first time"] the [client] look and feel for the [project result e.g. Website] and other [client] creative sales and marketing material.

### **Unique Selling Proposition**

The key messages to convey in order of declining importance are [describe in bullets:

- Bullet
- Bullet
- Bullet

### **Key messaging and benefits**

To overcome the objection [describe likely objections by the target customer], the [describe project result e.g. brochure Solutions Guide, Website] will point out that [describe strategy to overcome the objection]. The [result of the project] will therefore focus primarily on the [describe advantages of client's product] compared to competition as shown in Table 1.

1. List
2. List
3. List
4. List

As a result of the emphasis unique [client products, services, or solutions] the [project result e.g. Website, brochure poster etc] will not be [describe what detail will be left in appendices other places]. However, comprehensive lists of all [describe the detail that will be left out e.g. operation detail] will appear as [describe where the detail will appear e.g. Intranet, appendices, white papers etc.]

### **Proof**

[Describe form of Proof e.g. customer case histories, ROI calculations, list of financial benefits] will be used accordingly to give a real world flavor and proof of the [Insert client's company name] selling propositions to the document.

### **Continuity Hook**

A [describe continuity hook e.g. questionnaire, registration link, Webinar offer] will be included to involve customers and prospects in the specifics of the buying process and thus encourage continuous customer engagement and retention.

### **Communications vehicle, execution and creative considerations.**

The project will be executed in [insert number of] phases:

Phase 1 – Phase 1 of the project will be the creation of the [describe project result –e.g. brochure, Website, TV ad etc] including copywriting, illustrations, and project management services.

Deliverables will include [describe elements that compose the project result e.g., copy, artwork, interactive design, HTML, PPC/SEO campaign etc] including [describe the elements in technical creative terms e.g. the preparation of the CD with label, images in tiff, JPEG and eps format, database with connectors to a Linux CRM system etc.].

Content will include the [describe the elements required to be in the content]. The longevity of the [describe project result e.g. Website, Solutions Guide etc] will be expected to be [describe time] and will be updated [describe periodicity of updates] thereafter.

Phase 2 – The [describe elements of the result e.g. “messaging and illustrations keywords, HTML etc] will also be used in [describe other uses for the elements e.g. brochures, posters, partner sites, data sheets etc]. The [describe output format e.g. printed copies of the Web pages] will be used by sales and marketing personnel to [describe the other uses e.g. enhance the market awareness programs by creating credibility with potential partners]. The [describe result e.g. Website] will also serve as a sales tool and for channel training. The [describe elements e.g. copy and graphics] are expected to also be used in the creation of white papers and PowerPoint presentations.

### **Call to Action**

The desired prospect behavior is for the [insert type of] buyer and [define type of] users to present the unique financial benefits of the [define type of] product to the [define type of] buyers that will:

- result in competitive advantages by [describe how]
- create new revenue streams by [describe how]
- lower TCO by [describe how]
- minimize risks by [describe how]