

Appendix D

Creative Brief Worksheet

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Project Name:

Deadline:

Distribution Date:

Background

Client Organization – Summarize the most important background information about the organization and its product, service, candidate or cause that will influence your decision-making.

Audience – Identify possible primary and secondary target groups. Summarize key demographics, geographics, psychographics. What are their needs, concerns and interests to be addressed in project?

Communications Activities – Summarize other relevant offline and online activities.

Creative Strategy

Organization's Goal

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Communication Objective(s)

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Target Audiences

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Online Action To Be Taken:

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Key Theme/Message(s)

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Key Facts To be Included – All pertinent facts people need to know in order to change behavior and/or take desired action.

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Reminders: ☐ Deadlines, Time Frame ☐ Web Sites, Addresses ☐ Mandatory Disclosures

Other Creative Considerations -- Note important issues related to use of visuals, tone, images, corporate identity, spokespersons, etc.

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Reminders: ☐ How can you enhance the motivation, ability and opportunities for people to understand your message? ☐ How can you address needs, concerns and interests of audiences? Provide a viable solution? Encourage action? Help people visualize themselves taking action?