Creative brief

Project title: Insert text (max. 100 characters)

Client: Insert text (max. 100 characters)

Industry:  B2B  B2B

1. CONTEXT

**Starting situation.**

##Was do the creatives need to know? e.g. background information, image/text information, competition, market analyses. ##

Insert text (max. 3000 characters)

**Project objectives.**

##What has to be achieved and by when? ##

|  |  |  |  |
| --- | --- | --- | --- |
| Goals | Current value | Goal | Time frame |
| 1. Insert text (max. 150 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) |
| 1. Insert text (max. 150 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) |
| 1. Insert text (max. 150 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) | Insert text (max. 100 characters) |

**KPIs.**

Website traffic

Conversion rate

Leads/Inquiries

Sales

Social media engagement

Other: Enter text (max. 80 characters)

1. TARGET GROUP DEFINITION / BUYER PERSONAS
   1. **Primary audience.**

##Who are we talking to in the first place?##

Demographics:

Age:  18-30  31-50  51+

Income:  low  medium  high

Region:  local  national  international

Psychographic features:

Insert text (max. 300 characters)

Buying:

Insert text (max. 300 characters)

Pain points:

1. Insert text (max. 300 characters)

2. Insert text (max. 300 characters)

3. Insert text (max. 300 characters)

Media:

Daily usage time <1h 1-3h 3-5h >5h

1. Social media

Social Networks

Messenger/Communication

2. TV/Video

Linear TV

Streaming (Netflix etc.):

3. Audio

Radio

Podcasts/Streaming

4. Print & Digital

Newspapers/Magazines

Online articles/e-books

* 1. **Secondary audience.**

##Who do we also address to?##

Demographics:

Age:  18-30  31-50  51+

Income:  low  medium  high

Region:  local  national  international

Psychographic features:

Insert text (max. 150 characters)

Buying:

Insert text (max. 300 characters)

Pain points:

1. Insert text (max. 300 characters)

2. Insert text (max. 300 characters)

3. Insert text (max. 300 characters)

Media:

Daily usage time <1h 1-3h 3-5h >5h

1. Social media

Social networks

Messenger/Communication

2. TV/Video

Linear TV

Streaming (Netflix etc.):

3. Audio

Radio

Podcasts/Streaming

4. Print & Digital

Newspapers/Magazines

Online articles/e-books

1. MESSAGE

Main message:

##Please just insert the most important message here. Benefit-focused, understandable and to the point.##

1. Insert text (max. 150 characters)

Side messages:

##These side messages should ideally also be communicated. ##

1. Insert text (max. 150 characters)

2. Insert text (max. 150 characters)

3. Insert text (max. 150 characters)

1. MEDIA AND CHANNELS

## Which advertising materials and channels should be used? What combinations make sense?##

Insert text (max. 1000 characters)

1. LANGUAGES

EN  FR  IT  EN  Insert other

1. SCHEDULE

|  |  |
| --- | --- |
| Milestones | Date |
| Client briefing | DD/MM/YYYYY |
| Reverse briefing/Signature of adjusted briefing (Agency/Client) | DD/MM/YYYYY |
| Project start | DD/MM/YYYYY |
| Briefing creation | DD/MM/YYYYY |
| 1. Internal review creation | DD/MM/YYYYY |
| 1. Agency feedback round internal | DD/MM/YYYYY |
| checkpoint meeting client | DD/MM/YYYYY |
| 2. Internal review creation | DD/MM/YYYYY |
| 2. Agency feedback round | DD/MM/YYYYY |
| Final review | DD/MM/YYYYY |
| Final presentation | DD/MM/YYYYY |
| Final adjustments | DD/MM/YYYYY |
| Production | DD/MM/YYYYY |
| Data delivery | DD/MM/YYYYY |
| GoLive | DD/MM/YYYYY |

7. BUDGET

Agency: Currency 0.00

Production: Currency 0.00

Media: Currency 0.00

Total: Currency 0.00

1. TEAM AND RESPONSIBILITIES

|  |  |  |  |
| --- | --- | --- | --- |
| Role | Name | Contact | Field of responsabilty |
| Insert role | Insert name | Insert contact information | Insert responsabilty |
| Insert role | Insert name | Insert contact information | Insert responsabilty |
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| Insert role | Insert name | Insert contact information | Insert responsabilty |

1. APPENDIX

Buyer Personas ##Fictitious, data-driven customer profiles that represent typical audience segments, their needs and motivations. ##

Competition analysis ##Overviews of relevant competitors, their strengths and weaknesses, and starting points for differentiated campaign positioning.##

Marketing materials ##Relevant market and brand information, campaign history, and communication guidelines. ##

Technical ##Detailed formats, sizes, colors, logos and other production specifications. ##

Other relevant documents: Insert text

Customer's signature: Please Insert name Signature Contractor: Please insert name