

Your creative brief

A tool for co-creating the best plan forward

Objective/assignment description

A concise statement about the deliverable(s) and their intended impact on the target audience (include details of how this will be used, and where).

When you boil it down, good marketing is essentially cause and effect: you see or read or hear something impactful, and as a result you take action with the understanding that it should positively affect you as a consumer or company.

That's why the very first thing we want to do is define what we want the audience to do and how we're going to convince them to do it. By being clear about both—the intended impact and the form factor of the assets to be created—we can start to strategize how best to empathize with the audience and further your relationship with them.

Key messaging

What are the top 3 takeaways one should know after engaging with the content and is there a call to action?

Top 3, you say? But there are many more, equally important messages I need to get across!

By focusing on the top 3 takeaways, we can target the customer to deepen their relationship with you around those few, specific takeaways. Other takeaways are possible, and good to know, as well—but clear, focused marketing is typically what best translates strategy into outcomes.

Target audience

The goal here is to paint a portrait of the audience we're speaking to: **Who are they? Why will they engage with the content? What behavior are we trying to achieve (Know, Think, Feel, Act, Share)?**

The creative brief is a portrait of your audience that helps us understand their relationships: to your company, to your products, to your industry, to the competition. From there, we can best determine how to strengthen their relationship with you. Finding audiences within your audience—through segmentation—further allows us to engage in the most affecting ways possible.

Focus

From the client perspective, identify the single most persuasive statement that describes the focus of the content—what is the challenge they are trying to solve?

Consider this an extension of the previous question. Now that we know the audience, we need to unpack why your solution will command their attention. Understanding the challenges they're facing, and why the message you want to communicate will solve those challenges in an appealing way, is crucial to learning how to reach them with empathy. Again, clarity and focus is key—hence, narrowing a whole host of benefits down to one, single, ultra-persuasive statement.

Background/creative considerations

Are there any guidelines, requirements, and/or existing assets that we need to incorporate in our proposed solution? (e.g.: positioning tag lines, success metrics, and mandatory elements such as the logo and website address.)

Every asset created for your marketing works within your brand to strengthen your relationships with your customers. Understanding the big picture of how this new campaign or piece fits with what you already have ensures alignment and resonance. Additionally, it helps us deepen our connection with your brand.

Tactics

Please list the number and type of assets that will be produced as part of the campaign.

Let's get to the nitty gritty—the number of social tiles and for what channels; the length of the video and where it will live. After considering your needs and strategy, we'll make recommendations on what we think are the best tactics for building relationships.