

# CREATIVE BRIEF

The creative brief is a critical piece of a strategic advertising campaign because it synthesizes the research found in the situational analysis and sets the creative foundation for the designers and copywriters of the campaign. No two briefs look the same, but they must include these nine sections in order to effectively inform the creative team.

## Sections of the Brief:



### Project

In a few words, describe what medium the project will use and what product or service will be advertised.



### Problem

What problem(s) will the campaign solve? Consider and include the objectives of the campaign when writing this section.



### Marketplace

This section analyzes the economic factors and competition in the industry which could influence the campaign's effectiveness.



### Target Audience

Who will the campaign be targeting? Include demographics, psychographics and consumer preferences.



### Main Idea

In no more than one sentence, describe the single compelling idea that will inspire the entire campaign.



### Support

How does the product or service support the main idea? Consider the value propositions of the product or service being advertised.



### Tone

What personality will the campaign take on? The tone should be no more than three or four words that describe the campaign's voice.



### Campaign Essentials

This section lists what artifacts the campaign must include to be successful. Some examples include legal restrictions, the company website or social media icons.



### Extra

This section is not mandatory and should be reserved for extra information that supports the main idea.



Content was collected and designed by Laura Forero (Xavier, '17) on March 28, 2017  
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