

Creative Brief

Purpose: The creative brief is used to inform the concept that follows the marketing strategy. It comprises the “sacred six”: goal, target audience, problem, insight, single minded proposition, and action. If more context is needed, the creative brief can also contain project background, KPIs or measurements, reasons to believe, mandatories, outputs/channels, and brand personality.

The creative brief should be succinct, insightful, and compelling. Common mistakes made with creative briefs include:

- Defining too many goals/objectives
- Confusing the end-user with the campaign target audience
- Addressing purely the business problem and not uncovering the human problem
- Not knowing the difference between an observation and an insight
- Not making the single minded proposition inspiring and truly singled minded (if it includes an “and” or a comma, it's not an SMP)
- Not clearly defining what the customer needs to do

Type: Document, mandatory

Format: Word doc/PDF

External/Internal: Internal, External

Creative brief template example (next page)

EXAMPLE: Creative Brief

Client:	Quaker Oatmeal	Date Issued:	8/22/22
Exhibit:	A	Doc Version:	v1
Account Manager:	Lucy	Planner:	Taylor

Goal

What is the client business trying to achieve?

Quaker Oatmeal sales are going down because people aren't taking time to eat breakfast or grab it on the go.

Target Audience

What attributes bond this group of people together?

The perpetually overbooked - mom running out the door sloshing coffee around, dad with a briefcase of papers spilling out, teenager hurriedly texting and dashing for the car.

Problem

What is stopping the audience from achieving the goal?

They don't have the time to do everything and feel that they need more hours in the day.

Insight

What could we tell them that would get them to look at the problem in a new light?

But here's the thing - It's not a matter of time, but of energy.

Single Minded Proposition (Strategy)

How does the brand/product help use this insight to get around the problem?

Show that by eating Quaker Oatmeal, the perpetually overbooked will have more energy for the important stuff, and be happier.

Action

What do we want the consumers to think/feel/do to reach our goal?

Eat Quaker Oatmeal to get energized

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Goal

Improve the average perception of the Region's Career Education programs among key audiences by reducing the consortium's neutral score (48%).

Target Audience

Future Adverse. The desire to find where they belong in the future of work, worried about economic uncertainty and how they prove themselves against what's to come.

[LINK TO PERSONAS](#)

Problem

Everything feels temporary (waiting for the shoe to drop)

Insight

Here's the thing about temporary, **it reminds you of what is permanent.**

Single Minded Proposition (Strategy)

Show that Career Education **is built to last.**

- Prospective students: Careers that are built to last.
- Parents/caretakers: Curriculum and programs that are built to last.
- High school counselors: Education that is built to last.
- Employers: Talent pipelines/partnerships that are built to last.

Action

Explore what lasts.