**CREATIVE BRIEF**

Date:

Client/Project Description:

MoCode:

**Goal:**

*What do we want to achieve with this effort? Be specific using actual numbers if possible*.

**Budget/Resources:**

*What budget and/or staff are available to support this effort?*

**Background Information:**

*Describe the program in 25 words. What are we selling? Who is our competition? What is the recent history? Is there anything we should know that could impact this project?*

**Audience:**

*Who are we talking to? Who are our current customers?*

**Purpose:**

*What should the piece should make the audience think, feel, or do?*

**What is the single most important thing we want to say?**

*What is the most compelling statement that will help us achieve our objective?*

**How can we make them believe it?**

*What are the supporting rational and emotional reasons to do what we want them to do?*

**What else is there that can help us in creative development i.e., key consumer insight?**

**What currently exists to support the program?**

*Are there brochures, advertising and/ or a website?*

**What has been done to market this program in the past and what was the outcome?**