

Creative Brief

Date: Deadline:

Project:

Other project notes:

Objective

*Why are we advertising?
What do we hope to
accomplish by running
this ad?*

Target Audience

*Who are you speaking to
in this ad?*

Problem

*What is the problem your
product is trying to help
them solve?*

Offer

What's in it for them?

Unique Insight

*What's something
interesting about what
you have to offer this
unique audience?*

Support Points

*Why should people
believe you?*

Call to Action

*What specifically do
the audience needs to
do to accomplish your
objective?*

Mandatories

*What absolutely needs to
be in the ad? (e.g. logo)*