

Creative Marketing Brief

The information that is provided in this document acts as a guideline as to how we should approach the marketing of a brand / product. This allows us to understand your product and figure out how to talk to the consumer who is looking for it. This brief is valid for any kind of project, like Web or TV for example. Remember to keep it short and sweet!

Just the facts:

Explain the tasks at hand, what the product is, consumer outlook, and the client situation.

What business problems do you need fixed:

Describe the issues at hand, and any current solution ideas you have right now.

What are you hoping this work will accomplish:

Tell us how you wish to impact the consumer as far as their opinion of your services.

Dedicated thought plan:

Give us a simple statement that explains the core importance of this assignment. Lets get right to the point in a single sentence.

Who do you wish to reach?

What portion / demographic of the public are you trying to reach?

Specifics:

Are there any particular trademark logos or text that we should use in this piece?

What makes the public trust it?

Explain the message and why the consumer will believe it.

Explain the disposition of the brand / product:

What do you want people to think when they hear your name?