

# CREATIVE BRIEF.

Client \_\_\_\_\_ Date \_\_\_\_\_  
Product name \_\_\_\_\_ Due \_\_\_\_\_  
Product category \_\_\_\_\_ Job # \_\_\_\_\_  
Job description \_\_\_\_\_

1. To WHOM are we talking?

\_\_\_\_\_

2. What's his or her biggest PAIN?

\_\_\_\_\_

3. What's UNIQUE about the way we relieve that pain?

\_\_\_\_\_

4. WHY should we be believed?

\_\_\_\_\_

5. What ACTION should be the target audience's NEXT STEP?

\_\_\_\_\_

6. What's our worst disadvantage?

\_\_\_\_\_

7. What are our main competitors' significant advantages/disadvantages?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. What's the situation in the market?

\_\_\_\_\_

9. How will this effort be supported?

\_\_\_\_\_

10. (OPTIONAL) Are there other relevant customer pain points and ways we offer relief?

PAIN

RELIEF

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. (OPTIONAL) Are there any mandatories?

\_\_\_\_\_

12. (OPTIONAL) What is our brand voice?

\_\_\_\_\_