

Marketing and Communications Creative Brief

Successful communication begins by identifying an overall objective and key messages. The following creative brief will help us understand how to market more effectively to your target audience and help you get the results you desire.

PROJECT NAME:	
Objectives	<i>Why are we communicating?</i>
Audience	<i>To whom are we communicating? (It may be helpful to include size and characteristics of the audience, as well as any historical data on audience behavior.)</i>
Message	<i>What is the main idea we wish to convey?</i>
Action	<i>What is the desired response by the recipient?</i>
Approvals	<i>Will volunteer or high-level approval be needed?</i>
Metrics of Success	<i>What, specifically, does success look like for this project? How will that be measured?</i>
Tactics	<i>Are there any solutions or tactics you've already thought through?</i>