

creative brief

date:

contact:

project:

completion date:

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- What is the specific objective of this project?
- Who is the target audience? Existing clients, new business, or other?
- What is the ONE most important thing to your audience? Prioritize multiple items.
- What is the deadline and is it impacted by, i.e. seasonal factors, program launch, special meeting, etc. Who is involved in the approval process?
- What is unique or special about the product/service? How does it differ from the competition?
- What is your competition doing? What strategies from your competition do we need to address?
- Is there a call to action mechanism (BRC, web address, phone number, etc) ?
- What is the budget? How many pieces are needed short term? Long term?
- What measurable results are being sought?