

WORKSHEET 11: CREATIVE BRIEF

1. Target Audience (Describe each target audience segment as one person. What is his or her life and personality like? What does this person think, feel, and do in relation to your issue?):

2. Communication Objectives (What do you want them to do as a result of the communication?):

a. _____

b. _____

c. _____

3. Barriers (What obstacles keep your audience from taking action?):

4. Key Promise (What will happen if the target audience adopts the product? Make it as concise as possible.):

5. Support Statements (What are the reasons your audience should believe the key promise? How will you establish credibility?):

a. _____

b. _____

c. _____

6. Tone/Image (What feelings should the communications evoke?):

a. What tone will you use in your communications to elicit the desired response from your target audience? (The list includes common responses, but do not limit yourself to these.)

Serious

Hip

Businesslike

Humorous

Folksy

Emotional

Dramatic

Frightening

Other _____

Friendly

Cynical

Other _____

b. How else can you convey the desired image in addition to using words (e.g., music, graphic design, characters' appearance)?

7. Media (What types of media or communication methods will you use? Be specific as to quantities, formats, etc.):

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

8. Openings (When and where should you reach your audience with your communications?):

a. At what times, places, or situations will the target audience's "aperture" be most open to your message?

b. How can you use your chosen media/communication methods to best reach the target audience at those times, places, or situations?

9. Creative Considerations (What other audience or programmatic needs should be taken into account as the communications are developed?):
