# Strategy & Creative Brief

|  |  |
| --- | --- |
| Company Name or Assignment |  |
| Contacts |  |
| Date (Last Revised) |  |
| Job Code |  |

**Q1: What is the specific business result? What is the client ultimately trying to achieve?**

|  |
| --- |
|  |

**Q2: What is the role communications should play to help the client achieve the Business Result? (Or, what is the communications objective?)**

|  |
| --- |
|  |

**Q3: What are the communications issues preventing the client from achieving the communications objectives or the business result? (Use a SWOT Analysis or Force Field Analysis to help with this step.)**

|  |
| --- |
| * Issue 1 * Issue 2 * Issue 3 |

**Q4: Who is the primary target audience(s) that will help the client achieve its Business Result? (Attach any demographic or psychographic information to this Client Brief for further explanation.)**

|  |
| --- |
|  |

**Q5: What does the primary target audience think, believe or understand currently?**

|  |
| --- |
|  |

**Q6: Who is the competition?**

|  |
| --- |
|  |

**Q7: Who are the influencers that will impact the primary target audience?**

|  |
| --- |
|  |

**Q8: Which media outlets are critical to this campaign’s success?**

|  |
| --- |
|  |

**Q9: What do we want the target audience to think, feel or do as a result of the campaign?**

|  |
| --- |
|  |

Q10: What is the most single, overall message which this campaign must deliver? (Attach the client’s message house for further detail and explanation.)

|  |
| --- |
|  |

Q11: Based on the single message in Q10, what are the rational and emotional reasons to convey through the campaign messages to change the target audience’s behavior or thinking?

|  |
| --- |
| * Rational Messages: * Emotional Messages: |

Q12: What is the approximate budget available to us?

|  |
| --- |
|  |

**Client Signature:**

**Agency Signature:**

Revised: January 2024