

Marketing Creative Brief



Your Name: [Name and Company]

Your Contact Details: [Email and phone number]

What problem are you trying to solve?

[Please provide a summary of your current situation and what problem you are addressing. Do you want more customers, to change your product mix, reposition your business etc]

What is your business/product/service?

[What is your company name, what do you do, and what do you sell? Provide links to your website and existing social channels.]

What is the key benefit?

[What is the customer problem you are trying to solve?]

Who are your competitors?

[Does anyone else offer a similar product or service? How are customers currently meeting their needs?]

Who are you trying to reach? What will motivate them?

[Describe your ideal customer(s) in as much detail as possible]

What is your message?

[What message would persuade your audience to buy from you? If you need help with developing your message please let us know.]

What is the call to action?

[What do you want them to do?]

Do you have existing creatives?

[Do you have any creative work already, or do you need help to develop this?]

Do you have a channel preference?

[Do you have experience of which channels will reach your target audience? If you need help with channel selection please let us know.]

What is your budget?

[Do you have a fixed budget for marketing activity? Please provide a range if no fixed budget is agreed.]

What are your timescales?

[Are there any specific timings that we need to consider?]

Anything else we need to know about?

[Please use this space to let us know anything that isn't already covered above.]

Thank you

We will use the information in this brief to provide you with an estimate.

info@refreshmarketing.co.uk