

Positioning & Creative Brief

The brief is the yardstick by which the creative is measured, the guideline to set the strategy and outcomes. This is our chance to shape our narrative and inspire breakthrough creative. Please include only the most important information and keep it brief.

Project details

Project name:	<Project name>
Deliverables:	<Be specific and list out deliverables that we have committed for the quarter or what is still up for debate. What is the expected output? etc.??>
Date:	<Month XX, 20XX>

Objectives, audience, and communications strategy

Background What does the team <u>need</u> to know as context for solving the problem? What is the case for change?	<Start typing here>
What problem are we solving? What is the business challenge you want to overcome? Be specific on the problem with the data backed insight to support this case.	<Start typing here>
Why is this important? What does this mean to our customers? What does this mean to the industry? How does this reiterate leadership?	<Start typing here>
Communications objective What do you want your audience to feel, think or do?	<Start typing here>

Target audiences and key insights

<Start typing here>

Who do you want to reach/talk to? What is the insight that will inspire the big idea? Paint a picture to bring it to life. Include insights and relevant research take aways.

What makes this unique/different?

<Start typing here>

What are the key benefits? Is it persuasive, relevant, different than the competition? Is this the first of its kind?

Be specific on the strategic premise and key themes

What external dates should we consider?

<Start typing here>

When will this go live? Will there be active customers and/or partners? Will this be staggered in how its launched?

What does success look like?

<Start typing here>

How can we move the needle? What goals are we trying to achieve? How will this move the business forward? How will we measure success?

Additional Insights and Information

<Start typing here>

Links, past creative executions, playbooks, data/metrics, anything that will be helpful the team