

Creative Brief

Fillable worksheet. Type your answers. Save the file.

One page. If it does not fit here, the brief is not clear enough. Insight, not fact. Tension, not feature.

CAMPAIGN

DATE

OWNER

01 THE SINGLE PROBLEM TO SOLVE

Business problem stated as a sentence the audience would recognise.

02 THE AUDIENCE INSIGHT

The tension, not the fact. What is the audience telling themselves?

03 THE DESIRED RESPONSE

Think. Feel. Do. One outcome per column.

THINK

FEEL

DO

04 THE MANDATORIES

Legal, brand, executional. Three lines, no more.

05 THE SUCCESS METRIC

How we will know it worked, in one measurable sentence.

DISTILLATION
INSIGHT

TERRITORY

IDEA

SMP