

CREATIVE BRIEF

Who are we trying to reach? (target audience)

What do we want them to do? (desired action)

What are the relevant benefits and barriers? (key factors affecting behavior)

What do people get in return for changing their behavior? (the offer)

What is the main thing we want to communicate? (core message/takeaway)

Why should someone believe our message? (support)

Any other interesting tidbits we should be aware of? (misc. notes)