



science meets creative

Suggested Outline for Writing a Creative Brief

Below is a suggested outline for use in writing a creative brief. Using this outline will help cover the key points to be included and the definition of each should assist in maintaining focus that will result in a highly engaging radio commercial.

REMEMBER: “Keep it simple” so as not to overly complicate the selling message. PLUS, be sure all information is “real and substantiated” and “relevant to the creative strategy.”

CREATIVE BRIEF – RADIO COMMERCIAL

Written For:

Advertiser _____ Product/Brand _____

Suggested Spot Length _____ (seconds) Due Dates _____

Other Descriptive Information:

Creative Strategy (key message to be conveyed, to whom, and with what tone):

Call-to-Action (next step listener should take, i.e. website, store visit, etc.):

Brand Personality (describe the uniquely inherent “personality traits” of the brand):

Target Audience (clearly define demographics and other research based information):

Brand Value (describe various ways that make this brand superior to the competition):

Brand Hero (identify the key element that will heighten the customers' emotional tie):

Price Input (provide price information ... in a way that plays off of “brand value”):

Other (any additional product or other information that is relevant to the assignment):

Review of eight questions you should ask yourself when writing a creative brief:

1. Did you keep it simple as to not overly complicate the selling message?
2. Is there a direct reference to brand personality with facts that are well centered?
3. Does the brief clearly define the target audience with sufficient support?
4. Is all information provided absolutely relevant to the creative strategy?
5. Does the brief position price as a closing part of the offer not the lead?
6. Are there clearly unique aspects of the brand provided?
7. Is there a brand solution that can act as the hero to the customer?
8. Is everything reflected in the creative brief real and substantiated?