***Creative Brief***

**Agency and product info:**

*Why are we advertising?*

*To whom are we advertising (target)?*

*What do they currently think?*

*What do we want them to think after exposure to the communication message(s)?*

*What is the key consumer insight?*

*What is the most persuasive idea or Unique Selling Proposition (USP) about the product?*

*Why should they believe it?*

*What is the personality (of the product) we want to can convey?*

*What media will likely be needed to transmit this message effectively?*

*What are the creative guidelines?*