

Creative Brief Template

1 Health Area and Intervention(s)

2 Shared Vision

3 Background

(What is the current situation of "X" issue?)

4 Priority Audience

(Write a description of a representative audience member and include a picture if possible)

A. Primary Audience

Segment:
Age:
Income:
Education:
Where they live:
Marital status:
Other:

B. Influencing Audience

Segment:
Age:
Income:
Education:
Where they live:
Marital status:
Other:

5 Objectives

(What should the audience think, feel and do?)

Think:

- A.
- B.

Feel that:

- A.
- B.

Do:

- A.
- B.

6 Competitive Behaviors/ Barriers

7 Positioning Statement/ Key Promise (and supporting points)

If you choose to [desired action response], then you will benefit by [what is the single most appealing/important benefit the audience sees as a reward for undertaking the new behavior?]

Benefits

- [Benefit A]
- [Benefit B]
- [Benefit C]

Pre-test the above alternative benefits to see which one resonates best with the priority audience

Support Points:

(why should the audience believe the key promise?)

- [Testimonial]
- [Facts]
- [Comparisons]
- [Demonstrations]

8 Call to Action

(One specific action the audience can take after exposed to the message and/or materials)

9 Creative Considerations

Media Approach:

(which channels will be used and why)

Materials to be Developed:

(what materials, quantities, duration, other qualities and distribution points)

Creative Concept Outlines:

General Guidelines:

(on the tone, feel, issues to be sensitive about):

- A.
- B.
- C.

10 Logos

Donor:

Key Partners:

Other:

11 Technical/Program Specifications

Geographic Placement:

Language:

Other: