

## **CREATIVE BRIEF**

The creative brief will help you explore and articulate your challenges, goals and objectives for your project or campaign and will give us a more complete picture of the scope of your needs and deliverables. The creative brief will be useful in helping you prepare for your consultation.

### **CAMPAIGN/PROJECT NAME**

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### **CAMPAIGN/PROJECT TIMELINE**

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### **PROJECT/CAMPAIGN OVERVIEW**

1. What are the primary objectives of the campaign? What problems are we trying to solve?
2. What are you already doing to pursue these objectives?
3. What is the primary call to action with this campaign/project?
4. What are the non-negotiables? Are there aspects about your program that need to be consistently visible in all messaging?

### **PROJECT DELIVERABLES AND SCOPE**

1. What are the deliverables for this campaign? (Strategy document(s), brochures, videos, other marketing materials, etc.)
2. Are there any internal or external factors that could hinder completion of these deliverables or alter the scope of the project?

### **TARGET AUDIENCE**

1. Who do you want to reach with this campaign?
2. Are there specific market segments that should receive priority?
3. What are the demographic data pertinent to this market segment?

## **CONCEPT & PROOF POINTS**

1. Why does the audience need to know about this program?
2. What are the key features and benefits of this program?
3. What is the most important thing to say that will help the audience believe the message?
4. What are important proof points to build trust and validate our claims about the benefits we offer?

## **KEY MESSAGES & CALL TO ACTION**

1. What do you want your audience to learn from this campaign? How do you want them to feel?
2. What action do you want them to take in response to this campaign?
3. Are there any messages, features you wish to avoid?

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