**PLU Creative Brief**

**Department Contact Information:**

Name:

Department:

Phone number:

Email:

**Project Name:**

**1) Background / Overview:**

What's the big picture? What's going on in the market? Anything happening that the creative team should know about? What are the opportunities or problems in the market?

**2) What is the objective, the purpose of the project?**

A concise statement of the effect the creative execution should have on consumers. Typically expressed as an action. And frequently focused on what the creative execution should make the audience think, feel, or do.

**3) Target audience: Who are we talking to?**

The more precise and detailed the better. Go beyond age and sex to describe demographics and psychographics. Explain how the audience currently thinks, feels and behaves in relation to the PLU brand and your specific product or service.

**4) What is the single most important thing to say?**

What's the single most persuasive or most compelling statement we can make to achieve the objective?

This should be a simple sentence. No more than a few sentences if absolutely necessary. Avoid generalities.

**5) What are the supporting rational and emotional 'reasons to believe and buy?'**

Explain why the consumer should believe what we say, and why they should buy.

Include all the major copy points, in order of relative importance to the consumer. In other words, 'What else can we say and show to achieve the objective?'

**6) What else will assist creative development?**

Here's where you can include consumer insights, a description of the brand personality, positioning tag lines, creative thought starters, terms of the direct response offer, result expectations, share competitive examples and mandatory elements such as the web address.

Be sure to include sources for additional research information, customer quotes, and certainly at least one consumer insight.

**7) Schedule: What do we need from the creative team? When do we need it?**

Here you provide all details on media, including size, for both the initial concepts and finished art. If you have already placed an order for paid advertising, please indicate size requirements.

***If final material goes to a publisher, external website or broadcaster, enter contact details here:***

**8) Budget**

This is key! Please give us some idea of your budget parameters.