

CREATIVE BRIEF

What are the goals for this campaign?

What product or service is being promoted, sold, described?

Who is the primary audience for the piece? How big is this audience?

Will the final deliverable be going to a house list, rented/swapped list, or both?

Is the target audience already interested in your product/solution?
Can we gauge this level of interest?

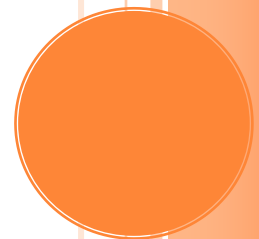
What pains, issues, or problems does the audience experience that would drive them to this product or service?

IMPORTANT: What is the potential customer's most urgent pain (or motivation)?

IMPORTANT: What about the solution (features, functions) solves the customer's primary pain (or satisfies the motivation)?

What other emotional motivators should we consider?

What are the most important product/service features?



What are the most compelling benefits?

ESSENTIAL: What's the #1 message that needs to be delivered to the target audience? This is the USP (Unique Selling Proposition)...considering the previously discussed features and benefits.

What are the next three most important messages that support the USP above?

How will we support the USP and the key message? (testimonials, endorsements, case studies, product specifics, etc.?)

Can we describe the "real value" or "experience" that this solution provides? Something beyond the obvious... e.g. an Abba-Zabba candy bar might provide a sugar rush, but it also delivers nostalgia, well-being, escape, etc.

What's really being sold? (e.g. You're not selling CRM software, you're selling closed business, more prospects, more \$, freedom and happiness to the rep's bottom line, etc... maybe even early retirement.)

What objections need to be overcome to solidify interest in this product/service?

What is the promise that this product/service fulfills?

IMPORTANT: How does this promise resolve the customer's primary pain?

IMPORTANT: What are we offering?

What does the prospect gain by responding to the offer? What do they learn or achieve by calling, e-mailing, visiting a Web page, faxing or snail mailing a response?

Is there a guarantee that can be offered? (if appropriate)

What is your preferred response mechanism? A call, e-mail, Web, mail, fax?

Who or what is competing for your prospect's attention with respect to this decision or offering?

How do your competitors frame similar issues, challenges and solutions?

How will you measure the success of this piece?

Do you have tone and style preferences (or examples)?

What is the timeline for production milestones? (outline, 1st draft, 2nd draft, revisions, proofing and final copy)

APPROVAL: Once you've provided input and changes to this creative brief, please sign and date below to begin the project. Email or fax to dunn@qualitywriter.com or 801-515-3516. Thank you.

(electronic signature ok)

(date)

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