

CREATIVE BRIEF

THE CREATIVE BRIEF IS A WORKSHEET TO START AND DIRECT YOUR CREATIVE, PRODUCTION AND MARKETING GOALS.

PROJECT DESCRIPTION

What are we trying to accomplish?

TARGET AUDIENCE

Who are we talking to?

PURPOSE

What must the advertising accomplish?

STYLE & TONE

What do we want them to think?

COPY POINTS

What are we trying to say? Attach applicable forms

CREATIVE BRIEF

BENEFITS

What benefits does this SPH service line/procedure/specialty offer? What makes us unique?

CALL TO ACTION

What do we want the viewer reader to do?

MANDATORIES/ LEGAL REQUIREMENTS

What information must be included?