

Kalimizzou.

CREATIVE BRIEF

This document that explains the ins and outs of your project for Kalimizzou. Think of this brief as the initial blueprint for your project that not only helps us but also will help you as you shape the overall strategy and goals for the project.

CLIENT

For the client:

What is the problem you want to solve?

For the target audience:

What consumer needs are we trying to meet?

DELIVERABLES

What are we creating?

TARGET AUDIENCE

Who are we talking to?

A precise demographic profile of each audience.

COMPETITION

What are three to four competitors similar to your project?

CONSUMER INSIGHT

What are the consumer insights?

What do they care about, emotionally?

How do they relate to the category and brand?

What are their current thoughts, feelings and behaviors that relate to this project?

DESIRED RESPONSE

What's supposed to happen? What do we want the target to do in response to this work/project? Is there a behavior or perception we are trying to change?

PERSONALITY

What is the tone/voice of the creative? If your brand were a person, these are the characteristics you would use to describe it.

MANDATORY GOALS

What's required for success?

INSPIRATIONS

Any brands or marketing campaigns that may inspire the creative team? Additional thoughts or direct quotes from audiences that may help the team better understand the consumer, category or your company?

EXTRA NOTES

Additional direction that may spark creative?