

# CREATIVE BRIEF

PROJECT:		DATE:	
CLIENT:		CODE:	

---

## WHAT IS THE PROBLEM?

*What is the communication problem? What are we solving for? What is the barrier in people's beliefs or behavior?*

---

## WHO ARE WE TALKING TO?

*What types of people do we need to connect with? What's their story?*

---

## WHAT'S THE KEY INSIGHT?

*What have we discovered about the customer, category, or culture that solves the communication problem?*

---

## WHAT'S THE STRATEGIC IDEA?

*How do we position the brand, product, service, benefit, or experience to attract and engage audiences and/or users?*

---

## WHAT'S THE IMPACT?

*How do we expect people to feel, think, or act differently? How will this meet the business objectives?*

---

## WHO OWNS THIS BRIEF?