

# CREATIVE EXECUTION

PROJECT:		DATE:	
CLIENT:		CODE:	

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## WHAT IS THE BRAND VOICE?

*What is the tone and posture of the brand when interacting with participants?*

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## WHY IS THE STRATEGIC IDEA RIGHT FOR THE BRAND?

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## HOW IS THE IDEA DIFFERENTIATED FROM THE COMPETITION?

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## WHAT ARE THE REASONS TO BELIEVE?

*What brand attributes or product features are most important to communicate?*

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## IF NECESSARY, WHAT IS THE CALL TO ACTION?

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## WHAT CONSUMER TOUCHPOINTS WE SHOULD DESIGN FOR?

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## THOUGHT STARTERS

*What media properties, talent, technologies, apps, content seem right for the execution?*