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CREATIVE STRATEGY

Attach to client contract

Company Name:	Job#:
Contact Person:	Project Title:

KEY FACT(S): What should we know? Provide any background information pertinent to the execution of the creative.

OBJECTIVE: What do you want the creative to accomplish? Provide a specific communications, sales or marketing objective.

TARGET AUDIENCE: Who are we selling to? Provide a demographic and/or psychographic of the customer.

POSITIONING: How to sell? How do you want to be perceived by your target audience? What is the personality of your product or service?

PRIMARY MESSAGE: What is the unique selling point? What is the main benefit (not features) the customer will receive from the product or service?

COPY PLATFORM: Why should they buy the product/service? What are the features/benefits that support these reasons?

TONE AND EXECUTION: What's our approach? What characteristics will be reflected in the copy, graphics and design? (EX: dignified, convey stability, etc.)

MANDATORIES: What MUST be included? What specific copy or design elements must be included in the creative?

NOTES:

THIS INFORMATION IS USED TO DEVELOP AND IMPLEMENT PROCEDURES IN CREATING THE PROJECT REQUESTED. YOU AGREE ALL INFORMATION IS CORRECT.

CLIENT NAME: _____ DATE: _____

APPROVAL SIGNATURE: _____ DESIGNER APPROVAL: _____