

THE CREATIVE BRIEF

The creative brief is a brief – one side of A4 – document given to the creative team in order for them to write the advertisement or ad campaign. They will also be told what medium or media is being used (eg digital, TV, press, poster etc).

Briefs vary enormously but normally there are five main points to be considered, aside from giving basic information about the brand such as what it is and what it does.

1. WHAT ARE YOU TRYING TO SAY?
Proposition/promise/USP.
2. WHY SHOULD IT BE BELIEVED? Info to support/back up your proposition.
3. TARGET AUDIENCE Bring them to life.
4. TONE OF VOICE The total look, feel and style of the ad.
5. DESIRED RESPONSE What you want people to do as a result of your advertising.

For more info, “How To Get Into Advertising”, Andrea Neidle, Cengage Learning.