Creative Brief Template

1 Health Area and Intervention(s)

2 Shared Vision

3 Background
   (What is the current situation of “X” issue?)

4 Priority Audience
   (Write a description of a representative audience member and include a picture if possible)
   A. Primary Audience
      Segment:
      Age:
      Income:
      Education:
      Where they live:
      Marital status:
      Other:
   B. Influencing Audience
      Segment:
      Age:
      Income:
      Education:
      Where they live:
      Marital status:
      Other:

5 Objectives
   (What should the audience think, feel and do?)
   Think:
   A.
   B.

   Feel that:
   A.
   B.

   Do:
   A.
   B.
Positioning Statement/ Key Promise *(and supporting points)*

If you choose to [desired action response], then you will benefit by [what is the single most appealing/important benefit the audience sees as a reward for undertaking the new behavior?]

**Benefits**

- [Benefit A]
- [Benefit B]
- [Benefit C]

Pre-test the above alternative benefits to see which one resonates best with the priority audience

**Support Points:**

*(why should the audience believe the key promise?)*

- [Testimonial]
- [Facts]
- [Comparisons]
- [Demonstrations]

Call to Action

*(One specific action the audience can take after exposed to the message and/or materials)*

Creative Considerations

**Media Approach:**

*(which channels will be used and why)*

**Materials to be Developed:**

*(what materials, quantities, duration, other qualities and distribution points)*

**Creative Concept Outlines:**
General Guidelines:
(on the tone, feel, issues to be sensitive about):

A.
B.
C.

10 Logos
Donor:

Key Partners:

Other:

11 Technical/Program Specifications
Geographic Placement:

Language:

Other: