

Creative Brief Questionnaire

What is the objective of this project?

What is the product/service to be promoted?

Who is the primary audience? What is the size of the audience?

What are the key "pains" of your target audience, related to the "problems" your product/service can solve?

What emotional motivators drive your target audience to purchase products/services, from you or your competitors?

What are the key features of the product/service?

What are the key benefits of the product/service?

Given the features and benefits of the product/service, what is the single most important message that is to be communicated to the target audience? (i.e. What is the Unique Selling Proposition)

What are other important messages relating to this product/service, in order of importance?

What support materials exist for these important messages? (i.e. testimonials, endorsements, case studies, product specifics, etc.)

What obstacles and objections exist in the mind of the target audience?

What are we really selling or promoting? (E.g. We are not selling grass seed, we're selling a greener lawn; pride of ownership; sense of accomplishment; admiration of neighbors; etc.)

What, exactly, are you promising your customers with your product/service?

What taboos, if any, need to be avoided?

What words would you use to describe the corporate tone that you want to convey to your target audience?

Is there anything else that needs to be conveyed about this project?