



# Creative Brief

(to be attached to your regular copy request forms)

Client: \_\_\_\_\_



Date: \_\_\_\_\_

**1. Why are we advertising?** What is the opportunity we want to capture or the problem to be solved?

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**2. Who are we appealing to?** Describe the lifestyle and demographics. How does the product or service fit into their lifestyle?

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**3. Why are you still in business when others have failed?**

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**4. What would your best customers say about why they prefer to do business with you rather than your competitor?**

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**YOUR STATION NAME HERE**



**5. What is the single most important thing we want the audience to believe?** This is the heart of the brief. What is the benefit or news we want to communicate?

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**6. Validate your claim.** Why should the audience believe it? We need rational or emotional proof.

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**7. What is the style and personality of the client?** Tone and manner.

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**8. What else is important?** Legalities, slogans, addresses, websites, phone, etc.?

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**9. What is the creative budget and the ad frequency?**

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*Insert your logos*

*Insert Station Contact Information*

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**YOUR STATION NAME HERE**