

## CREATIVE BRIEF

The creative brief will help you explore and articulate your challenges, goals and objectives for your project or campaign and will give us a more complete picture of the scope of your needs and deliverables. Please write in detail, but provide big picture answers for our consultation.

### CAMPAIGN/PROJECT NAME

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### CAMPAIGN/PROJECT TIMELINE

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### PROJECT/CAMPAIGN OVERVIEW

1. What are the primary objectives of the campaign? What problems are we trying to solve?
2. What are you already doing to pursue these objectives?
3. What are the primary stakeholders with whom we will be working?
- 4.

## **CONSUMER APPLICATION**

1. What is the audience need to know about this program?
2. What are the benefits of this program?
3. What are the requirements for this program?
4. What are the contact information to build trust and consolidate our claim on your behalf members offer?

## **KEY MESSAGES & CALL TO ACTION**

1. What is the key message for this program?
2. What is the call to action for this program?
3. Are there any messages or features you wish to avoid?

If you need this document in an alternate format for accessibility purposes (e.g. Braille, large print, etc.) please contact the Division of University Relations at [universityrelations@up.edu](mailto:universityrelations@up.edu) or 706-864-1950.