



CREATIVE BRIEF

DATE:	
PRODUCT:	
PROJECT:	

Introduction A bit of background on your faculty, any marketing you've done in the past, etc. Why you need what you need – e.g. new ad, new campaign
Business Objective(s) <ul style="list-style-type: none">▪ If these have a bearing on the project, otherwise leave blank
Creative Objective(s) - the problem to be solved <ul style="list-style-type: none">▪ One, max two, objective – e.g. to raise awareness, to stimulate applications, etc.
Target Audience <ul style="list-style-type: none">▪ Be very specific – e.g. prospective students aged 15-18, key opinion formers, etc.
Consumer Need/Insight If you have any market research re: your target audience and there is any real insight, note it here. Otherwise leave blank
Catalyst for Change - what will move people from current state to new state What are you offering your audience that will encourage them to do what you want them to do? E.g. new programme, new superstar professor, etc.
Key Message What is the ONE message you want people to take away from your ad/brochure/etc.?
Other Messages What are the one or two other messages that will appear?
Brand Positioning/Proposition Something unique, credible, and relevant about your faculty
Tone/Manner Professional, friendly, accessible

Tactical Requirements
The specific items you are looking for – e.g. 3 print ads, 2 brochures, 5 online banners, etc
Executional Considerations
<ul style="list-style-type: none">▪ Follow U of T visual ID standards▪ Any other info that should appear – e.g. URL, address, a call to action, etc.
Budget
Timings
<ul style="list-style-type: none">• All key dates – from briefing to concept review to approvals to printing