

CREATIVE BRIEF

IOWA

WHAT IS YOUR GOAL?

Explain the strategic objective this project should achieve? Provide background information about any specific challenges, business constraints, or market insights.

WHO IS YOUR AUDIENCE?

Communications should be tailored toward your primary audience based on their needs and desires. Reflect on who your audience is, how they think, what other messages they may encounter, and what channels they use.

WHY IS THIS IMPORTANT?

To successfully achieve the desired outcome, you must determine what is unique about this offering/initiative that makes it relevant to your target audience, and rare from your competitors.

Value Proposition Exercise

For _____ *(target audience)*

who _____ *(need/want)* ,

only _____ *(your offering)*

delivers _____ *(unique benefit or shared value)*

because of _____ *(reasons to believe)* .

HOW WILL YOU MEASURE SUCCESS?

What metrics can be used to measure success?

KEY TAKEAWAY

What's the most important thing for your audience to remember?

APPROVALS

Who are the project stakeholders?

ADDITIONAL DETAILS

Other considerations, mandatory elements, or deadlines.