

A high-angle, dimly lit photograph of a group of people sitting around a table in a meeting. They are looking at a laptop and several sheets of paper. One person is pointing at the laptop screen, while another is holding a pen over a document. The scene is focused on collaborative work and discussion.

tenbristol creative
made simple

your creative brief.

As part of the **define** and **discover** phase of our **5d process** we need for you to complete a creative brief.

It's extremely important to us that you take time to complete the brief. Please try and give us as much information as possible. Helping us fill knowledge gaps here will benefit us massively when formulating a plan to deliver on your campaign objectives.

define

Project title		Client:	
Project overview:		Project lead:	
		Budget:	
		Deadline:	
Objectives:			
Marketing assets provided: Please outline what images, copy or other assets you will provide or what you expect us to produce.			

what.	things to consider.	provide details here.
<p>The Competition:</p>	<p>Please provide details of the main competitors you will be going into battle with on a day to day basis (local/national/international).</p>	
<p>The Competition: (strength & weaknesses)</p>	<p>We want to find your rightful position in the marketplace in the context of the competition, Understanding where your competitors sit and acknowledging what's unique about them, will allow us to find and agree your unique place .</p> <p>From a working knowledge of the competition, please list 3 strengths, 3 weaknesses.</p> <p>From your working knowledge of the competition please give a brief description of how you feel they are perceived within the market amongst the key target groups.</p>	
<p>Marketplace:</p>	<p>Market developments, state of industry, and market opportunities.</p>	

what.

Target audience:
(some details)

things to consider.

Knowing who you are will allow you to tailor your messaging accordingly. Please list the main segments you wish to target.
Note these could be end users or key influencers involved in the decision to purchase your product/service
What are the physical and emotional needs; problems that each target customer want solved through the use of your product/service.
Demographic details: specific details such as age, gender, geographic, locations.
Physiographic profile: Personality, lifestyle, hopes, fears, attitudes.
Consumer preferences for products/service attributes, benefits, values.
List 5 things that are keeping your current/potential target customers awake at night.

provide details here.

Desired state/behaviour:

What is your desired brand perception in market.
Key response – describe the single most feeling/belief/action desired from your customer after coming into contact with your brand.

Consumer benefit or promise:

Describe the real / perceived need or desire that a customer feels that your brand helps to fulfil.

what.

Consumer benefit or promise:

things to consider.

Describe the real/perceived need or desire that a customer feels that your brand helps to fulfil.

provide details here.

Brand history / background:

Brand personality that you want your communications to express.
 Product/service benefits, attributes value propositions.
 Relevant background information on you and your company.

Mandatories:

(Only if necessary – try to keep to a minimum or else chance you will limit the creative flow)

Legal considerations.
 Any exclusions: Items you don't wish included or dislike.
 Any need for integrated look/feel to any current /previous campaigns (style colours etc) please provide examples.
 Any brand blueprint / DVA / style guides etc.

**we hope
you find this
document
useful.**



tenbristol limited

25 Lower Redland Road
Redland, Bristol BS6 6TB

t: **0117 973 1586** e: info@tenbristol.co.uk