

The Creative Brief

Marketing

The document that decides whether the work can succeed.

What a brief must settle.

1

The business problem

What must change commercially, stated as a number.

2

The audience

A specific person in a specific situation, not a demographic band.

3

The single proposition

One thing to convey. Not three.

4

The support

Why that claim is credible.

5

The desired response

What you want them to think, feel or do.

6

The constraints

Mandatories, channels, budget and timing.

If the proposition needs a comma and the word 'and', it is two propositions and the work will carry neither.