

Singleton Ogilvy & Mather

CREATIVE BRIEF

Client:

Budget:

Brand:

Requirements:

Job No:

Client Contact:

SO&M Lead:

Date Required:

What is the *role* for this communications?

What helpful *insight* do we have about our audience (their behaviour, beliefs and feelings)?

What do we want them to *think, feel or do*?

What is the *single* most important point?

What *evidence* (emotional, sensual or rational) makes this believable?

What aspects of the brand and its *personality* are important in this communication?

What can't be left out of the communications?

Client Signed: _____

Date: