



Approvals:	1 st - GAD	2 nd - Strategy	3 rd - CD	4 th - Client
Client & Brand:		Project name:		
Project Owner:		Job number:		
Media mix:		Budget:		
Briefing date:		Creative due:		

1. THE TASK... why we are here:

What is the client's business objective?

Who is the target audience?

How will success be measured?

2. THE INSIGHTS... the perceptive, underlying truth:

What is the *key* consumer insight?

What is the *key* product or Brand insight?

What is the *key* industry or category insight?

3. THE CREATIVE... guiding the response:

Based on the insights above, what is the *single-minded* thought to be brought to life?

How will the target audience be motivated, or why will they *care*?

What should the personality of the Brand be?

What are the mandatories to be included?