



CREATIVE WORK PLAN

BRAND:

CATEGORY:

Agreed to by Client

Agreed to by Agency

DATE:

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TASK

(What are we trying to achieve)

AUDIENCE

(Who are we talking to?)

KEY INSIGHT

(What fact/observation about the market dynamic most directly impacts the brand message?)

COMPETITION

(What products, prevailing attitudes, or customer mindsets does the brand compete with?)

COMMUNICATIONS CHALLENGE

(Given the above, what problem in perception does the brand face that can be solved through promotion?)

COMMUNICATIONS OBJECTIVE

(What are the key objectives for the communication?)

SINGLE MINDED PROPOSITION

(What is the one message we must communicated)

REASON(S) WHY

(What support is needed to make the promise of the message credible?)

BRAND PERSONALITY

(What qualities about the brand should be brought out to fully realise its unique identity?)

WAYS IN/THOUGHT STARTERS

BUDGET

MANDATORIES

(What, if any, significant company, legal, industry, or budgetary issues must be considered?)

Timings

Media considerations
