

Creative Brief

Job name:

Business need:

Increasing penetration, delivering a quality of care message, introducing new information, boosting a specific metric, reacting to competition, etc.

Demographic details - be specific:

"Moms" is too general. "New moms who recently joined KP and have not seen a KP Primary Care Physician" is better.

Demographic motivators:

Based on available info, hypothesize what motivates this person or someone in the group. What is their goal? What do they most value?

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Demographic friction points:

What challenges hold them back? Do they need information, encouragement, or empowerment?
Do they have physical limitations or a medical condition?

Desired audience action:

Don't assume they know what you want them to do. Tell them.

Key message / CTA

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Success metrics:

What results or data will determine if this initiative was a success?

Mandatory elements

Example: Logos, Photos, Text, etc.

Consultant pain points:

What personality or politics do you need help overcoming? Are stakeholders disengaged? Does this client have any quirks or known preferences? Help us win buy-in for you.