



## WORKSHEET #12: CREATIVE BRIEF (CONTINUED)

5. **Key Messages.** These are the reasons why the benefits outweigh the barriers—that what you're "promising" or promoting is beneficial to the intended audience.
  
6. **Tone.** What *feeling* or *personality* should your communication have? Should it be authoritative, light or emotional? Pick a tone or tones that would be appropriate.
  
7. **Media.** What channel(s) or form will the communications take? For example, television, radio, newspaper, poster or flyer, or all of these? Others? Choose the channels that are more appropriate to your program
  
8. **Openings.** What opportunities (times and places) exist for reaching your audience?
  
9. **Creative Considerations.** Anything else the creative team should know? Will the material be in more than one language? Should they make sure that all nationalities are represented? Etc.

*NOTE: All creative briefs should also be accompanied by a page summarizing the background.*

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### TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

1.

2.

3.