WORKSHEET #12: CREATIVE BRIEF

Purpose: To develop a creative brief that summarizes the key information for the creative developers.

Preparation:

Gather the following data to help you fill out this Worksheet for your program:

- Primary and secondary research findings (Worksheet #1) from Essential Element 1.
- Audience profiles (Worksheet #6) from Essential Element 4.
- Key channels (Worksheet #10) from Essential Element 6.

Directions:

- 1. Answer the questions in this Worksheet using your data.
- 2. Refer to the *Worksheet #12: Zanbe Example* to help you complete this blank Worksheet with the information relating to your program.

1. **Intended Audience.** Describe who you want to reach with your communication message and be as specific as possible.

2. **Call to Action.** What do you want your target audiences to do after they hear, watch or experience this communication?

3. **Barriers.** What beliefs, cultural practices, pressure and misinformation stand between your audience and the call to action?

4. Benefits. What the intended audience perceives as the benefit of the behavior.

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.

WORKSHEET #12: CREATIVE BRIEF (CONTINUED)

.

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.

......

3.