

# Creative Brief Format

**Background:** A paragraph of two or three sentences maximum that briefly outlines the expectations between the team and the client. The purpose is to ensure that both parties agree to the goals, objectives, and strategies outlined in the brief.

**Goal and Objective Statements:** These should be succinct, focused statements as to the goals and objectives of this agency assignment. Goal statements should be broad yet specific about the targeted end result. Objective statements should be derived and related to the goal statements. And, they should be stated in specific, measurable terms. In other words, an outside party should clearly understand the intent and means of these statements. Likely, you'll need just one goal statement and at least three objective statements (but that might be changed depending upon the scope and nature of the work you'll expect to complete for the client). Use the materials and worksheet from the class discussion on writing goal and objective statements as a guide for this section.

**Measurement:** Although you'll likely not have this particular aspect as detailed or considered as your goal and objective statements, you should write two or three sentences talking about some possible methods of collecting this type of data. For example, you might indicate a process or method for tracking web site hits, media responses, or pre-test and post-test surveys and focus groups.

**Target Audience:** Describe your primary, secondary, and tertiary audiences here. If your goals and objectives are related to establishing relationships or connections with inactive or dormant publics and stakeholders, indicate that in this section. You probably will need two or three sentences maximum for this section.

**Theme/Message/Talking Points:** At this stage, this will be, at best, a preliminary section which will require lots of fine tuning and honing as you proceed through the campaign planning cycle. However, reiterate your goal and objective statements here in the context of describing what you hope to achieve in building and strengthening links, perceptions, beliefs, and attitudes related to matters of reputation and image. Again, three or four sentences at most should suffice here.