



DEFINE: Creative Brief

A thoughtfully written creative brief aligns your team and ours on the goals and expectations of your project. We like to think of the process as a series of agreements, and agreeing on the creative brief is the first step toward us delivering excellence for you.

We understand your time may be limited. If you prefer to have Alluvia complete this following a call, we can include the cost of that work in your project.

Use this framework to put yourself in the mind of your audience. Answer each question from their perspective, imagining how their view would ideally shift after seeing your piece of communication (i.e., presentation, ad, brochure, video, etc.)

Before I saw this piece, I believed ____ or didn't believe ____	The most important part of the story that made me rethink my position was ____	It was believable because someone like me had this same problem	If I don't take action on this issue, I am afraid ____	You have a unique ability to solve this problem because ____
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Section 1: Project information

01 | What is the nature of the assignment?

Please check all that apply and provide any relevant details

- | | |
|---|---|
| <input type="checkbox"/> Brand positioning | <input type="checkbox"/> Disease/therapy awareness |
| <input type="checkbox"/> Brand identity | <input type="checkbox"/> Marketing campaign |
| <input type="checkbox"/> Strategic planning | <input type="checkbox"/> Product-specific launch or sales support |
| <input type="checkbox"/> Messaging (corporate and/or product) | <input type="checkbox"/> Event-specific support |
| <input type="checkbox"/> Fundraising support | <input type="checkbox"/> Other: please define below |

Comments:

02 | What are the deliverables?

Brand strategy and management

- ☐ Market research
- ☐ Competitive review
- ☐ Positioning and messaging
- ☐ Corporate and product naming
- ☐ Brand identity system development
- ☐ Brand guidelines
- ☐ Core statements (purpose, vision, mission)
- ☐ Storybranding

Presentations

- ☐ Investor pitch deck
- ☐ Podium presentation
- ☐ Sales presentation
- ☐ Corporate overview presentation
- ☐ Product overview presentation
- ☐ Clinical education presentation
- ☐ Strategy and vision slide
- ☐ Executive summary
- ☐ Other: _____

Social media

- ☐ Strategic plan
- ☐ Post creation (content and graphics)
- ☐ Editorial calendar

Web development

- ☐ Website refresh/rebuild
- ☐ Campaign landing page
- ☐ Microsite

Integrated marketing

- ☐ Campaign theme development
- ☐ Product launch campaign
- ☐ Email series
- ☐ Digital display ads
- ☐ Print ads
- ☐ Copywriting

Digital media

- ☐ Video script and storyboard
- ☐ Video production
- ☐ Motion graphics
- ☐ Animation
- ☐ Illustrations

Tradeshow support

- ☐ Booth graphics
- ☐ Booth backdrop
- ☐ Video loop
- ☐ Directional sign
- ☐ Pop-up banner

Collateral

- ☐ Corporate brochure
- ☐ Product brochure
- ☐ Sales sheets
- ☐ Case study
- ☐ Other: _____



03 | What is the primary business goal and how will Alluvia's work help achieve it?

Please check all that apply and add any relevant information

- | | |
|--|--|
| <input type="checkbox"/> Establish a brand presence | <input type="checkbox"/> Increase product sales |
| <input type="checkbox"/> Attract investors and raise capital | <input type="checkbox"/> Lead generation and nurturing |
| <input type="checkbox"/> Differentiate from competitors | <input type="checkbox"/> Raise awareness |
| <input type="checkbox"/> Market expansion | <input type="checkbox"/> Increase engagement |
| <input type="checkbox"/> Launch a product | <input type="checkbox"/> Other: please define below |

Comments:

04 | What is Alluvia's role in this project?

- | | |
|---|--|
| <input type="checkbox"/> Help create the strategy | <input type="checkbox"/> Manage project implementation |
| <input type="checkbox"/> Develop a recommendation and/or plan | <input type="checkbox"/> All of the above |
| <input type="checkbox"/> Execute tactics | <input type="checkbox"/> Other: please define below |

Comments:

05 | How will we measure success?

- | | |
|--|--|
| <input type="checkbox"/> Internal alignment
(i.e., Executive Leadership Team, management team, and/or Board of Directors) | <input type="checkbox"/> Clickthrough rates and webpage views |
| <input type="checkbox"/> Investor feedback and/or participation | <input type="checkbox"/> Form fills and other data capture |
| <input type="checkbox"/> Brand perception research | <input type="checkbox"/> Email open rates |
| <input type="checkbox"/> Customer acquisition/retention rates | <input type="checkbox"/> Social media engagement
(e.g., likes, shares, comments, saves) |
| <input type="checkbox"/> Marketing Qualified Leads (MQLs) | <input type="checkbox"/> Internal approval and support |
| | <input type="checkbox"/> Other: please define below |

Comments:



06 | What is the single most important thought you want to convey?

07 | What makes the single most important thought relevant, compelling, and believable?

08 | Who is the primary target audience?

If you have more than one, please rank your top three in order in the comments section

Internal audiences:

- ☐ Board of Directors
- ☐ Executive Leadership Team
- ☐ Marketing
- ☐ Sales
- ☐ Employees
- ☐ Other: please define below

External audiences:

- ☐ Investors
- ☐ Clinicians (please indicate specialty)
- ☐ Clinical support staff
- ☐ Hospital/IDN Leaders
- ☐ Purchasing/VAC Board
- ☐ Other: please define below

Comments:

**09 | What do you want your primary target audience to think, feel, or do as a result of this engagement?
Is there a specific call to action?**



Section 2: About your company

10 | What are the unique attributes of your company and/or this product?

11 | Who are your primary competitors? (Please include up to five and their URLs)

12 | Do you have an established brand guide that includes (check all that apply)

- | | |
|---|---|
| <input type="radio"/> Logos, colors, fonts | <input type="radio"/> Key messaging |
| <input type="radio"/> Brand positioning and personality | <input type="radio"/> We need help creating/updating some or all of these |

Please provide relevant files and/or link to online portal

13 | Do you have any sources of inspiration?

(i.e., examples from your current business, competitors, or other brands you admire from within or outside of your category. Please provide URLs or files if appropriate)

Section 3: Timeline and approvals

14 | When would you like to see the first draft of this project?



15 | What is the absolute deadline for the final project files to be delivered by Alluvia?

16 | Who will be included in the approval process, and who is the decision-maker?

Thank you for completing the creative brief!

We are excited to collaborate with you and help you achieve your goals!