

# CREATIVE BRIEF



## First things first...

A well-crafted brief can save you both time and money. Research indicates that poorly written briefs can waste up to 33% of marketing budgets.

So read up on the groundbreaking research and tips on writing the perfect brief at [BetterBriefs.com](https://betterbriefs.com) and ensure your stakeholders and team are on the same page.

If you need assistance, we're here to help. Whether it's filling out this document or creating a strategy from scratch, let us know how we can support you!

## To get the ball rolling let's start with a summary.

### Executive summary

We want to get... (our target audience or problem)

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To... (Do, Change, Think, Feel, etc.)

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By showing that... (your brand/product/service, is or helps with...)



*Big ideas are usually simple ideas.*

David Ogilvy

## Okay, so now that we have a general idea of what you want, let's get into more details.

### 1. What's the reason for this brief?

Why are you briefing us? Don't just respond with, 'We want a video ad.' Tell us about the business problem you're trying to solve. Explain why this is crucial for your company.

### 2. What key messages are you trying to convey?

Do you want to communicate any essential points or data? What information is crucial to your target audience?

### 3. Who are you trying to influence?

Who are these people, really? What do they care about? What do they want? What challenges do they face? What do we know about their behavior or perceptions of your brand? Are there specific thoughts or feelings you want to change?

#### Did you know...

*that while 80% of marketers believe they're good at writing briefs, only 10% of agencies agree? 😊*

[BetterBriefs](#)

### 4. What do you want them to DO as a result of this communication?

What specific actions or changes in mindset are you aiming for? What do you want your audience to DO, THINK, or FEEL after engaging with your content?

### 5. What should they KNOW to take action?

What specific facts or insights do we need to provide to encourage your audience to take the desired action? Is this information motivating, distinctive, or informative?

### 6. What should they FEEL to take action?

What feelings should your audience experience to be motivated to act?



*Marketing is no longer about the stuff you make,  
but about the stories you tell*

Seth Godin

7. What does your product/service do?

Provide a clear and concise explanation of your product or service.

8. How is it different from your competitors?

What sets your product or service apart from the competition? Who is your competition?

Knowing your unique selling points allows us to design a story that's more attractive to your target audience.

9. Please share what your brand is all about.

What are your brand's values, distinctive assets, and tone of voice? If you have a brand book, please share it.

This information helps us maintain brand consistency and authenticity in the content we create.



*Make it simple. Make it memorable. Make it  
inviting to look at. Make it fun to read.*

Leo Burnett

10. What type of video are you thinking of?

Video ad? Explainer video? Thought leadership? Live action video? Animation? Should it be super serious? Or maybe fun and humorous?

What's the type of video you are dreaming of that will best work for your target audience and in your communication channels?

11. Do you have any visual or video references?

Providing examples of your preferred visual or video styles helps us understand your aesthetic and budgetary preferences, ensuring our output aligns with your vision.

12. How much are you comfortable with spending to achieve your vision?

While budgets can be a touchy subject, having a price range helps us propose solutions that are feasible and tailored to your financial comfort zone.

Projects with detailed and well-structured briefs are **50%** more likely to be delivered on time and within budget compared to those with poorly written briefs

[AgencyMania](#)

Project timeline:

Main contact:

Video topic:

Documents to download:

Video formats:

Video length and quantity:

**Thank You for your time. Let's do this!**