

## Overtaking Lane.

Honesty Box Support

## Who are we talking to?

Honesty Box Support

# Creative Brief.

**Client Company:**

**Date of Brief:**

**Client Contact:**

**Job No:**

**Project:**

## Background.

**Where is the overtaking lane?** Briefly explain what gap you want to take advantage of, as a result of the Honesty Box process. Provide as much relevant detail as possible on the 'Overtaking Lane' support page.

## Communication.

**Who are we talking to?** Not just demographics: what are the specific desires, fears or frustrations of the people we're choosing to focus on? Include a brief description here, then provide as much relevant detail as possible on the 'Who are we talking to?' support page.

**Key Message:** Persuade them that...

**Budget:** Media & Production. Do you already know this, or do you want to leave this open until creative recommendations have been made? If you already have something in mind, is it realistic given your 'Desired Outcome' (see below)?

**Mandatories:** What must the advertising include?

## Scope.

**Project Timings:**

**Desired Outcome:**

**Project approval signatures:**

Client:

Agency: