

# Strategy Statement/Creative Brief Template

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## 1. Intended audiences

Whom do you want to reach with your communication? Be specific.

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## 2. Objectives

What do you want your intended audiences to do after they hear, watch, or experience this communication?

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## 3. Obstacles

What beliefs, cultural practices, peer pressure, misinformation, etc. stand between your audience and the desired objective?

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## 4. Key Promise

Select one single promise/benefit that the audience will experience upon hearing, seeing, or reading the objectives you've set?

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## 5. Support Statements/Reasons Why

Include the reasons the key promise/benefit outweighs the obstacles and the reasons what you're promising or promoting is beneficial. These often become the messages.

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## 6. Tone

What *feeling* or *personality* should your communication have? Should it be authoritative, light, emotional...? Choose a tone.

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## 7. Media

What channels will the communication use, or what form will the communication take? Television? Radio? Newspaper? Internet? Poster? Point-of-purchase? Flyer? All of the above?

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## 8. Openings

What opportunities (times and places) exist for reaching your audience?

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## 9. Creative Considerations

Anything else the creative people should know? Will it be in more than one language? Should they make sure that all nationalities are represented?

*NOTE: All creative briefs **must** be accompanied by a page summarizing the background situation.*