OLIVIA TINCANI

MARKETING TOOL: CREATIVE BRIEF TEMPLATE

A Creative Brief is a 1-2 page summary document used to communicate your communications strategy, and brand identity. Certain aspects of your communications strategy are mirrored here in the Creative Brief, so be sure to look at both as you work. When complete, this Creative Brief will be the "guidebook" that you use to make detailed marketing decisions within each initiative you embark on. You can also send directly to creatives (graphic designers, photographers, etc.) as an introduction to aid them in understanding the "soul" of your business throughout their design process.

Mission Statement

A mission statement is a single statement of 50 words or less that defines the company's business, its objectives and its approach to reach those objectives. It expresses the soul and sole purpose of your business: who you are and what you do in a simple, accessible description. Write a sample of your mission statement below.

Core Values

The unchanging qualities that an organization or company deems most essential. These values should be identifiable in every aspect of your business communications. Adhering to core values provides a consistent perception of your brand for your target audience through every medium of communication. They are the "creed" that becomes the cornerstone for developing your brand's positioning. List at least three to five of your core values here:

Core Value #1 :	
Core Value #2 :	
Core Value #3 :	

Brand Promise

What your business will always deliver. Your brand promise establishes an inarguable baseline standard upon which the customer can always rely. Create a single statement that articulates this promise.

My Brand Promise Is...	

Products & Services / Enterprises
What is your core product? What is the best product mix for your target customer? List products, services and enterprises you will be operating this year. Could these change in the foreseeable future (4-5yrs)?

Main Product/Service Offer	**Price Point**	**Profit Margin**
Secondary Product/Service Offer	**Price Point**	**Profit Margin**
Tertiary Product/Service Offer	**Price Point**	**Profit Margin**

Target Audiences
What types of customers do you want to attract? Who you are trying to reach with your product and your product message, across all enterprises.

Target Audience	**Example : Farmers Market Customer**	**Example : CSA member**	**Example : Wholesale Customer**
Demographics			
Behavior			
Psychographics			
Pain Points/Problems			

Competitors & Colleagues
Name a few of your competitor-colleague businesses who potential customers might consider as other choices in the marketplace. Link to websites when possible.

Competitor Name	**Website URL**	**What types of products do they sell?**	**Who is their target customer?**	**What makes my product/service different/better?**

Colleague/Collaborator Name	Website URL	What types of products do they sell?	Who is their target customer?	How do my products/services complement their offerings?

Value Proposition: Competitive Advantage
Why should someone use/buy your products/services, versus the competition? What are your key selling points? What makes you unique?

Why should someone buy from me?	**What is my key value proposition?**

Personality, Tone & Messaging
How do customers feel doing business with your brand? What are some key phrases that describe your style, vibe, look and feel? There may be some overlap here with your core values.

Inspiration
Imagery and identities you love or admire. Use links when appropriate. If you're ambitious, you can create a physical or digital photo/image board to help you describe your creative ideas by showing examples of other companies' designs that resonate for you.