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Integrated Marketing. Digital Core.

The Creative Brief

Category: Marketing Strategy

Date: January 2012

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Creative Brief

Client:

Project Description:

Brief Date:

Background/Overview

In this section, include any notes the creative team should be aware of. Is there a challenge the client is faced with? Any opportunities in the market? What is the primary purpose for this project?

Client example: VirtuWare is interested in running a brand campaign promoting its cloud computing services. In February, print versions of the campaign will run as full spreads in the Harvard Business Journal, The Economist and The Wall Street Journal. The campaign must scale to be used in outdoor advertising, TV and online display ads. Approved art is due on Jan 30, by 5 pm EST.

Objectives:

What are the main reasons behind this project? What action does the client want target audiences to take? Objectives are often aligned with the overall business goals of a client.

Client example: To raise awareness of VirtuWare as the premium cloud computing provider.

Target Audiences:

Who is the piece directed towards? Describe demographics and psychographics. What is known about the target audience already that can help the creative team strategically design and produce an effective marketing piece/campaign? Try to capture the audiences' preconceived notions of the brand and the product category.

Client example: C-level and IT execs at large, enterprise-level corporations that are interested in creating efficiencies through cloud-based computing. These are well educated, serious business people with a lot on their plates. They spend a great deal of time in meetings and the whiteboard is their friend. They are strategically involved at a high level within their companies. Cloud computing is on their minds. They fear that many vendors in the cloud computing space are not tested or proven.

What Is The Primary Message:

What is the main message this project needs to communicate? What is the single most compelling statement that can be made in order to achieve objectives? This should not be a novel, but clearly communicated in no more than three sentences.

Client example: Trust the leader in virtualization to help you transition to a cloud computing environment that's secure, managed and controlled.

What Is The Best Way To Present The Above Message?

This area can help guide the creative team with helpful information or ideas that may exist within the context of the desired goal. The trick is to not constrain creativity, so any information that could be construed as creative direction should be presented as a mere suggestion.

Client example: A series of magazine print ads with simple, creative messaging and concise supporting points. Consider exploring creative themes that represent familiar aspects of the target audience's environment (i.e., meetings, whiteboards).

Why Should Target Audiences Believe Our Message/Take Action?

Explain why the target audience should believe what is said and why they should take action. Include copy points in order of importance that can support the primary message and objective.

Client example: Proven track record, leader in the market, 97% of the Fortune Global 500 rely on VirtuWare for their virtual computing needs.

Competition:

This area should list out client competitors and any background on these competitors that would benefit the creative team.

Client examples:

CloudFarm

New to the space. This hosted service makes many large organizations nervous about the lack of control they would have over their cloud environment. Better positioned to serve SMBs.

DataNexus

Started in the 90s as an ISP. Acquired middleware company and gradually built their cloud serving capabilities. Merged with TriAxis Consulting to round out enterprise offering. Risky to do business with - they have a reputation of broken promises and a perceived lack of experience.

Brand Attributes:

List out attributes of the brand.

- 1. Innovative
- 2. Reliable
- 3. Efficient

What Specific Action Do We Want The Target Audience To Take?

What CTA (Call To Action) is desired? Complete a form? Subscribe to a newsletter? Visit a specific URL? Make a purchase?

Client example: Access vanity URL to download a free whitepaper on 10 Things You Need To Know To Move Your Organization To The Cloud.

Design Imperatives:

What design elements need to be included? Does the client have brand guidelines already in place that need to be followed? Do we need to include the logos of other partnering brands? Does the tagline need to be included?

Client example:

- Must comply with VirtuWare brand standards
- Must be simple and to the point
- Must grab attention
- Can be full bleed

Signatures

Creative Lead _____ Date _____
 Client _____ Date _____



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Effective Marketing Solutions

Searching for a little more strategic support when it comes to your online marketing projects and campaigns? Look to Rhythm Interactive for help in designing, building and managing effective digital marketing solutions.

Headquartered in Irvine, Calif., Rhythm Interactive is a full-service marketing agency specializing in digital interactive media. Rhythm Interactive combines sophisticated strategy, interaction design and elegant technology to create effective brand experiences for clients.

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