

# Creative Brief

## **Objective.**

*Please explain the project's aim and what the brand is attempting to accomplish. The goal should address the brand's problem statement. If there are any measurable soft or hard KPIs, they should also be documented here. Please ensure that your description is detailed and precise.*

## **The Audience.**

*Please create a visual representation of the intended audience. You should include the audience's requirements, aspirations, preferences, dislikes, indifference, or aversions. Remember to identify their tensions and concerns to determine how the brand can address them effectively.*

## **Current Perception of the Product/Service.**

*What is the current perception of the product/service? Do customers like it, trust it, and prefer it over similar offerings? Or are there issues that prevent them from buying?*

## **Intended Perception.**

*What mind shift do you want to create? What transformation? What words would you like to hear from the customer's mouth after they have read our communication?*

## **Features & Product Benefits.**

*What specific aspects of our product or service will generate interest, resonance, and desire?*

## **The Audience to Do.**

*What specific outcome are you hoping to achieve from the audience's response? Are you aiming for them to make a purchase, visit a particular location, or buy your product under certain conditions, or is the objective just to enhance their general perception of your product?*

## **The Promise.**

*There may be several important messages to consider in this communication, but you should choose the most impactful one to solicit the desired response. Avoid using 'and' in your statement, as it may create two separate thoughts.*

## **Reason to Believe.**

*Facts, benefits, and features should back your promise. Identify them and list them in order of importance.*

## **The Mandatory.**

*What are the necessary messages, images, logos, and assets to include? Additionally, what legal disclaimers are required?*

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### **Notes**

This creative brief was originally taken from Ogilvy and Rumble Creative Brief. I have made some edits to meet my requirements and needs. You are welcome to use, edit, and share as you see fit.

To find more help & inspiration, visit [www.khairulakbar.com](http://www.khairulakbar.com).

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