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Bright Marketing Ideas Group
Time to Dream BIG, Time to Think BMIG.™

BMIG CREATIVE BRIEF

This document details the key information required for a marketing project. The author of this brief must **e-mail it to hello@bmig.co.uk** as early as possible. It is important that they have sight of this brief in advance of the creative briefing.

Client:		**Date Issued:**	
Job Number:		**Doc Version:**	
Job Name:		**Author:**	

KEY MESSAGE TEMPLATE

*For **TARGET AUDIENCE** who **CUSTOMER INSIGHT, BRAND NAME** is the **DESCRIPTION OF PRODUCT OR SERVICE** that **HOW IT MEETS THE CUSTOMER NEED.***

For	who	is the	that

BACKGROUND

Relevant information about client, market sector or any other issues that may be relevant.

CHALLENGE

What do we ultimately want to achieve for this client?

TARGET AUDIENCE

Who they are, age grouping, where do they live?

CUSTOMER INSIGHT

What do they think? What makes them tick? What problems or aspirations do they have? This may or may not be related to your client's product or service.

RELEVANT PRODUCT/SERVICE FEATURES

What are the key features of the product or service that we want to draw out?

BENEFIT

How exactly do the features benefit the customer?

COMPETITORS

List your closest competitors? How do you differ from these competitors? How are their offerings perceived in your industry?

DELIVERABLES

List all the deliverables that are required for this project?

OVERVIEW/ OBJECTIVES

Give a short description of the project and its purpose?

POSITIONING

How do your want your brand(s) to be perceived?

IMAGERY
What type of images would you like to include?

BRAND ATTRIBUTES
What is the style and attitude that defines your department? (i.e. Innovative? Smart? Approachable? Quality? Reliable? Helpful? Creative? Break-through?) – Knowing this will help guide "how" we communicate with your audiences

TONE OF VOICE:	GUIDELINES/ MANDATORIES:
How does the copy need to sound?	*T's and Cs/product specifications/offers/close date?*

BUDGET:	TIMINGS:
What is cost per pack? Does it need to be VAT free? Media budget? Production budget?	*Please list key milestones: launch date*

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Client services checklist:

[ ] Do we have sufficient reference sources: such as previous ads, brochures, competitor ads, videos or websites?
[ ] Do we have contact info / links to people, to help us access research or resources that can help the creative team?
[ ] Do we need a supplement to the brief with information on media production requirements or perhaps a content outline for a website or brochure or video.
[ ] Is it clear from the client what must be in the communication, and what might be in the communication? What are the client requirements versus client preferences?
[ ] Do we represent the client's issues, concerns, wishes?

APPROVAL

*The following signatures **confirm** that each individual understands & agrees to the elements in this Creative Brief.*

Client Approval	Date
BMIG Account Director Approval	Date
Creative Director	Date