



www.EnvisionWorksMarketing.com

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Creative Brief: Direct Response

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- Client / client contact information:
- Project name and brief description:
- Background / Overview:
- Who is the target audience?
- What media will we use?
- What is the exact sequence of behavior we want to see in the target audience as a result of this ad / communication?

- What's the single most persuasive thing we can say to trigger action?

- What are the main / most persuasive copy points that will trigger action?

- In simple bullet-point sentences list all additional rational and emotional reasons to act now / buy now.
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- How can we demonstrate this product or service?

- How can we show benefits or how it solves a problem?

- What is the primary offer?

- What can we add, how can we sweeten the offer?

- Who will present / voice the product / offer?

- Do we have customers to provide testimonials?

- Do we poses written or video taped testimonials?
- What are the main reasons people in the target audience are reluctant to buy?
- And how can we overcome that reluctance?
- What can we / should we test?
- Is there anything else important to this project?
- Comments:

signature & date