**EMU Creative Brief**

**Department Contact Information:**

Name:

Department:

Phone number:

Email:

**Project Name:**

**1) Background / Overview:**

What's the big picture? What's going on in the market? Anything happening that the creative team should know about? What are the opportunities or problems in the market?

**2) What is the objective, the purpose of the project?**

A concise statement of the effect the creative execution should have on consumers. Typically expressed as an action. And frequently focused on what the creative execution should make the audience think, feel, or do.

**3) Target audience: Who are we talking to? (e.g., faculty, admin, students, community, etc.)**

The more precise and detailed the better. Explain how the audience currently thinks, feels and behaves in relation to the EMU brand and your specific product or service.

**4) What are the top two things you want your audience to take away? (The key selling propositions, the most compelling ideas that will motivate your audience to do what you want them to do.)**

What's the most persuasive or most compelling statement we can make to achieve the objective? This should be a simple sentence. No more than a few sentences if absolutely necessary. Avoid generalities.

**5) What are the supporting rational and emotional 'reasons to believe and buy?'**

Explain why the consumer should believe what we say, and why they should buy.

**6) What are the key facts?**

Here is where you include all the important supporting details about your project or program. For example list all the programs or services that you provide, how should they contact you?, what statistics or outcomes can they expect?, what is your mission/vision, etc.. . In other words what does your audience really need or want to know. This is important for understanding what kind of creative materials need to be created (for print in particular). It doesn’t have to be perfect it just needs to be thorough to make sure something important isn’t left out. This is what our writers/editors will use to craft the copy for your project.

**7) What else will assist creative development?**

Here's where you can include consumer insights, a description of the brand personality, positioning tag lines, creative thought starters, share competitive examples and mandatory elements such as the web address.

**8) Schedule: What do we need from the creative team? When do we need it?**

Here you provide all details on media, including size, for both the initial concepts and finished art. What are the elements that the project requires?

**9) Budget**

Please give us some idea of your budget parameters.