

## Creative and Touch Point Brief

Client: \_\_\_\_\_

Product/ Service: \_\_\_\_\_

Agency Group: \_\_\_\_\_

Date: \_\_\_\_\_

1. Brief Background that leads to the key issue (market size, market growth, share position, share movement, brand health)
2. Why do we want new IMC* campaign? What is the key issue to be solved?
3. Who is the target?
4. What's the consumer insight?
5. What do they think and do now?
6. What do you want them to think and do in the future in response to the IMC campaign?
7. Who are the competitors/ substitutes? What are their USP (Unique selling point)?

8. What is the offering (brand/product/ service)'s benefit? (functional and emotional)
9. What is the brand personality and value?
10. What is the key differentiation that would help to achieve the future consumer response?
11. What is the reason to believe?
12. Timeline

Attachment: - Brand positioning statement

\*IMC does not limit to advertising, but include all key touch point. However, the focus of this course is the Marketing Communication touch point (not other marketing mix such as product innovation, price, and channel).