



Creative Brief for
10 25 2013

What is the assignment? What are we creating?

Why are we doing it? What do we want to have happen?

Who are we talking to? What do we know about them that will help us?

What do they currently think?

What do we want them to think?

What ONE THING do we need to tell them (to make them think that)?

Why should they believe us?

What is our character?