



# Newspaper Creative Advertising Brief

**Date:**

**Client:**

**Project:**

## Advertiser

(Provide a brief description and a link to a site or an easy-to-access source for more information.)

## Purpose

(What does the advertiser want to happen because of the ad - is there a key product or service they are highlighting?)

## Target

(Who is the advertising trying to reach – provide demographics and psychographics as available. Is there a secondary audience that is also important?)

## Media

(How is the message going to be delivered: newspaper, newspaper site, e-newsletter, mobile, targeted magazine etc. Consider all your offerings that fit the target.)

## Key Insight

(What's important? Is there something that has happened or changed in the marketplace: new competitor, change in economic outlook, a change in the industry that the advertiser competes?)

## Single Minded Message

(This does not have to be creative, just simply – what needs to be said? And don't say everything. What is the key take away?)

## Support

(Why can the advertiser make the statement above – is there support information that needs to be communicated?)

## Tone and Manner

(Pick three adjectives that suit. Here are some ideas: positive, smart, approachable, dependable, clean, friendly, innovative, modern, fresh, trustworthy, conservative, leader, reasonable, cheerful.)

## Executional Mandatories

(List 'must haves' such as number of ads, type, colour vs. black & white, size, logo, address, phone number, website.)

## Budget

(For production fees, indicate the amount the advertiser is willing to spend – if applicable.)

## Timing

(What are the next steps: when will the next meeting be (internally and externally) and when does the project need to be complete.)