



CREATIVE BRIEF RESPONSES

WHAT'S HAPPENING IN YOUR MARKET?

Describe the current situation in communications/marketing – include challenges faced, competition, growth opportunities, etc

WHO ARE YOUR TARGET GROUP(S)?

Identify the 'whom' and 'where' of the individuals you're wanting to reach. This includes age group, annual income and profession as well as the geographics of where they reside, play, shop and work.

DESCRIBE YOUR KEY PRODUCT(S) AND/OR SERVICE?

What is it that sets you apart – what do you want the market to appreciate about you?

KEY FEATURES INCLUDE?

List all features of each service you offer

WHAT THREE BENEFITS SHOULD YOUR COMMUNICATION/PROMOS PROMISE?

What is in it for your target audience – how can they benefit from each of the features listed.

WHY SHOULD THE TARGET GROUP(S) BELIEVE YOU?

What is your credibility based upon – why trust you more than others?

WHAT AWARENESS OR ACTION DO YOU EXPECT THE COMMUNICATIONS/PROMO TO ACHIEVE?

What is the key message that each of your communications/marketing activities that your target audience should retain – eg Woolworths, The Fresh Food People

WHAT IS THE SINGLE MOST IMPORTANT IDEA YOU WISH THEM TO RETAIN?

What do you want to stick as a result of the awareness you develop?

WHAT DO YOU WANT THEM TO FEEL FROM YOUR COMMUNICATION?

People do business with people they like – people buy on emotion and justify on logic – the key to all communications/marketing is the feelings you develop in your market

WHAT LOCAL COMMUNITY GROUPS, CLUBS, ASSOCIATIONS, SCHOOLS, etc DO YOU THINK ARE WORTH SUPPORTING?

WHAT COMPANIES (NOT WITHIN YOUR INDUSTRY) DO YOU ADMIRE?

What do they have or do that inspires you?

WHAT IDEAS DO YOU HAVE THAT YOU THINK MAY BE TOO EXTREME TO IMPLEMENT?

PREFERRED MEDIA?

Identify the media that the target group is likely to normally read, watch and be exposed to. Compile a list of magazines, newspapers, radio and TV programming.

PUBLIC RELATIONS GOALS

Write down YOUR goals for the next 3 – 6 months PR program. In other words, what results are you looking for?