

# The Creative Brief

## Objective:

What do we want to achieve?

## Audience(s):

Who are we trying to reach?

## Insight:

What is the key insight and/or truth that will drive our communication?

## Promise:

What is the single-minded promise/idea we need to communicate?

## Reason(s) to Believe:

Why should our audience(s) believe it?

## Desired Response:

What should our audience(s) think, feel and do after hearing the message?

## Brand Personality:

What human traits do we want to associate with the brand?  
Eg - Casual, Formal, Fun...

## Creative Output:

What are we creating?

## Media:

Where might our communications run?

## Deadlines & Budget:



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Please feel free to reach out to us with any questions.  
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