

**Client:**  
**Contact:**  
**Date:**  
**Brief date:**  
**Review date:**  
**Other key dates:**

**Medium:**  
**Budget:**  
**Quantity:**  
**DMCM Job:**  
**DMCM Job No:**



**DIRECT**  
**MARKETING**  
**CAMPAIGN**  
**MANAGEMENT**

[www.dmcm.ie](http://www.dmcm.ie)

## CREATIVE BRIEF

**1. Background** (summarise specifics relevant to campaign – not a full history of the business)

**2. Product** (describe exactly what is to be promoted)

**3. Proposition** (unique selling point over competitors/most important message of the communication – ideally no more than one sentence)

**4. Benefits** (support to the proposition – why people should believe the proposition – e.g. in a car airbag is the feature but benefit is safety)

**5. Objectives of the campaign** (Specific, Measurable, Achievable, Results-oriented, Time frame)

**6. Target audience** (describe ideal target in detail – who they are, what they do and what their interests are)

**7. Strategy** (the long term plan for success and the plan for how it will be achieved)

**8. Items to be included in mailing** (list items – e.g. envelope, letter, brochure, reply device etc...)

**9. Offer** (must be exciting – if there is one describe the mechanic, if not would you consider one)

**10. Design Issues** (special requirements for company logo, house fonts, corporate guidelines)

**11. Desired Response** (how do you want the audience to think/feel/act)

**12. What will make them do this** (what are the hot buttons that will get them to respond)

**13. List other media to support campaign** (e.g. press, radio, telemarketing and so on)

**14. Details of previous campaigns** (campaigns that worked in the past for you or competitors)

**15. Describe your brand** (in normal everyday language)

**16. Budget** (if not yet pinpointed please give range or guideline)

**17. Any other notes** (list any other important issues relevant to the campaign)

**18. Who (other than yourself) is responsible for making the decision on moving this forward**

*Supply any reference materials (brochures, website, previous campaigns).*