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[www.eshutter.com](http://www.eshutter.com)

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ADVERTISING CREATIVE BRIEF

1. What is the product or service being advertised?
2. What must the advertisement accomplish?
3. To whom will the advertisement speak? Please indicate your target audience in terms of demographics and lifestyle.
4. What are your unique selling propositions for this product/service? How does the product/service benefit the people who use it?
5. How do you differentiate this product/service from other, similar offerings made available by your competitors? Please outline your position and theirs.
6. Who are your principal competitors in the marketplace and what are the names of their competing products/services?



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7. What is the *single* most compelling idea the reader/viewer should take from the advertisement?
8. Why should they believe this?
9. What kind of personality or tone should the advertisement take?
10. What action should the reader/viewer take after seeing the advertisement?
11. What budgetary and timing considerations need to be addressed?
12. What, if any, legal and executional considerations should we be aware of when developing this advertisement?

Approved by: \_\_\_\_\_

*Authorized Signature*

\_\_\_\_\_

*Date*