

Creative Brief Form

(Please fill out all sections)

Brief submitted by:

Name:

Station:

General Info:

1. Company name:
2. Client's name:
3. Can we contact them directly? Y/N
4. Company tel and website:
5. Script length:
6. Number of voices:
7. Airdate:
8. Date script required (min 24hrs):

Script details:

1. Product or service being advertised:

2. What do we want people to do? What is the single most important thing the client wishes to achieve from a radio campaign? i.e. phone calls, web hits or sales – only ONE per ad.

3. Why should they do it? Why are listeners going to respond to this commercial? Remember, One BIG reason per ad. The reason should relate to the answer above. Why should I phone? Why should I go to the website? Or why should I visit?

4. Who are we talking to? 'All Adults' is not acceptable! Be specific - try to describe a typical customer and relate them to the product. Finish the sentence "A person who..."

5. Any other information. Stuff obtained from conversation with client: stories, ideas or strap lines. Even if you think it's irrelevant, it could make a good ad.