

## Creative Program Brief

Please complete this “Creative Program Brief” to help us better understand your unique positioning, opportunities, and messaging. This document is intended to be “Fluid” and will be updated for the campaign as we progress. The purpose of your input is to provide background research for our team to develop creative campaign executions that support your goals. If you have additional documents to support your input, please attach the links or files to the thread. There are no wrong answers, only questions that have not been asked.

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**1. Campaign name:** *What is the name of the campaign?*

**2. Primary contact name:** *Who is the primary contact responsible for the campaign?*

**3. Phone:**

**4. Email:**

**5. Solution name:**

**6. Link to solution overview:** *Provide a link to the solution overview on company website.*

**7. Key messaging:** *What are the primary messages important to the campaign.*

**8. Unique Selling Proposition (USP):** *In one sentence, what high-level message and / or unique proposition should the overall campaign convey to the prospect?*

**9. Support / backup messaging for USP:** *What evidence do we have to back up the unique selling proposition?*



**10. Competitive advantage:** *Please provide 3-5 tangible benefits of the solution that differentiate from competitors.*

**11. What is the call to action / offer:** *Describe the ideal outcome of this activity – download a document, register for an event, take a meeting, signup for a workshop*

**12. Mandatories:** *What disclaimers, trademarks, campaign codes, etc. must be included in addition to adhering to brand guidelines?*

**13. Reference links:** *Please provide links to 2 case studies, 1-2 videos, and a new prospect powerpoint pitch deck.*

**14. Top 3 competitive solutions:** *Provide links to your primary competitors' solutions.*

**15. Target audience:** *Who is this audience for this project (primary and secondary)?*

**16. Target personas / titles:** *Provide list of target titles or roles within prospect.*

**17. Prospect company size:** *Approx number of global employees.*

**18. Geography of prospect:** *What regions/countries does the prospect operate?*

**19. Additional information:** *Is there additional information you would like to add to our intake?*