

# Creative Brief – Check In

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Use this document in the beginning stages of a large marketing campaign. First review what your agency is all about. Then utilize the worksheet on page 2 as a guide to identify key benefits and foster cohesive branding.

**What is Our Mission?**

**What is Our Vision?**

**What are Our Values?**

**What are our long-term marketing goals?**

*Read how creative briefs can help keep your agency on message here:  
[WeAreCampfireConcepts.com/2021/09/28/creative-briefs-help-maintain-a-coherent-marketing-message/](https://www.WeAreCampfireConcepts.com/2021/09/28/creative-briefs-help-maintain-a-coherent-marketing-message/)*

# Creative Brief – Campaign Worksheet

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## Who is your target market for this marketing campaign?

*{For example, participants.}*

*Learn more about defining your target markets here:*

*[WeAreCampfireConcepts.com /2021/10/26/defining-and-prioritizing-your-agencys-target-audiences/](https://www.wearecampfireconcepts.com/2021/10/26/defining-and-prioritizing-your-agencys-target-audiences/)*

## What service &/or product will you offer?

*{For example, Fitness Classes.}*

## What problem will you solve for your community?

*{For example, “Where can I hire a personal trainer from?” “Tri-County Gym!”}*

## What story will you tell?

*{For example, “Reach your fitness goals with the accountability of a personal trainer.”}*

## Who are your competitors? What differentiates you from them?

*{For example, the local YMCA.}*

## Campaign Execution

*{For example, make 4-color flyers and digital Facebook posts.}*

## Call to Action

*{For example, “Find your personal trainer at the Tri-County Gym.”}*

## Proposed Timelines

*{Fill in for your project. List milestones needed from the marketing department.}*

## Budget & Additional Resources

*{Fill in for your project, if needed.}*

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