

## Example Creative Brief

### Information Needed

Brand

Product

Advertising Objective  
(task to be accomplished)

Target Consumer

Consumer Insight

Consumer Benefit

Reason to Believe

Brand Position

Brand Personality

Who/What up against

Specs

Creative Strategy

### Answer

\* Crest

Tartar Control

Sell 1 million more units

\*18-55

- Primary 18-35

- Secondary 35-55

Fear of Dentists

You will spend less time in the dentist's chair

Clinical tests

Gold standard in the industry

Authoritative

\*Mentadent that promises complete "oral care" (attach competitive TV, print and in-store advertising)

\* False teeth

Format - 30" TV commercial

Deadline - Dec.14, 1995

Mandatories - Use words: "helps Control"

\*Position TARTAR is Public Enemy #1.  
Crest is the Specialist to help handle it.