

mckinney / creative brief –

Brand/Product Truth

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**The Assignment**

Job Description:

Desired Business outcome:

What role is advertising to play?

**The Audience**

Who do we want to connect with?

Which part of them are we targeting?

**The Category / Brands:**

What do they think / feel now?

What do we want them to think / feel?

**The Message:**

What is the single idea?

Why should they believe it?

Required: TBD

Client Approval: \_\_\_\_\_ Date: \_\_\_\_\_