



Creative Brief

Date submitted ___/___/___

Account Manager/Account Executive: _____

This form is to be completed by the Account Manager/Account Executive and presented to production via the standard copy process. Please provide as much detail as possible.

Client name: _____

Target publication(s): _____

Ad size(s) (height x width): x , x , x , x M size(s): _____

Previous advertising pub(s) & date(s): _____
(include ad ID if in Fairfax pubs)

Ideal customer target demographic

Intended section of publication:

- Early General News General Sport Real Estate Motoring

Target age range(s): 12-18 18-25 25-40 40-55 55+

Sex: Female skew ___ % Male skew ___ %

Lifestyle:

- Retired/nearing retirement Working parent(s) Single homemaker Blue collar White collar

Geographic radius: within 5km of client within 10km of client Melbourne-wide

Which of the following will most influence the customer/reader to purchase?

- Range Quality Service Price Other _____

AIDA Theory – The basics of a successful ad should have at least 4 main ingredients
A – Attention I – Interest D – Desire A - Action

ATTENTION: How are you going to attract the attention of the reader?

INTEREST: How will you raise reader interest with unique selling points (features, advantages, benefits)?

DESIRE: Desire is about emotion, feelings, 'wow-factor' and personal appeal to the reader (WIIFM component = What's in it for me? The benefit for the reader.)

ACTION: What do you want the reader to do? Directive.

Unique qualities of client versus their opposition: _____

Overall objective of advertising campaign: _____
