



Creative Brief Content Guidelines

1. What is the **business objective**?
 - a. Increase sales of “X” by “Y” dollars
 - b. Introduce a new product/service
 - c. Address a life-stage change in the member household
2. What is the **desired consumer reaction to this communication**?

Call, click, come in to the branch, become aware, and/or buy?
3. What is the **desired business outcome from this initiative**?
 - a. Strengthen the brand
 - b. Generate stronger awareness
 - c. Expand member household value
 - d. Acquire new memberships
 - e. Improve member retention
4. What is the **background** for this initiative?
5. Is there an **ROI measurement** or **tracking of effectiveness in place**?
 - a. Describe the metrics for evaluation – leads, quotes, travel sales, number of calls, number of memberships, or any other measurement for success
6. Who is the **primary target audience**?
 - a. Define the audience profile for this communication
 - b. Identify reliable CRM measures in place
7. What **marketing channels** are proposed?
 - a. Radio, television, billboard, Internet, e-mail, Newsletter, etc.
8. What is the **unique selling proposition** of this product / service?
 - a. Determine the single most compelling reason why the consumer would buy
9. What are the **primary features** of this product / service?
 - a. Outline what makes this product appealing to the target audience
10. What are the **primary benefits** of this product / service?
 - a. Clarify all personal relevance this product delivers to the target audience:
 - i. Family safety
 - ii. Savings
 - iii. Child safety
 - iv. Enjoyment / fun / excitement
 - v. Peace of mind
 - vi. Extended service

11. What attributes or core values are appropriate for this communication?

- a. Incorporate any of the 18 attributes that support differentiation with this communication

Care for Customer	Leader
Leader	Trustworthy
Reliable	Worth More
Best Brand	High Performance
Authentic	Original
Intelligent	Unique
Distinctive	Dynamic
Innovative	Daring
Fun	Different

12. Can this offer stand against competition?

- a. Define key differences in this offering from competitors
b. Identify positive market perceptions
c. Identify possible barriers to purchase

13. What are the mandatory aspects for this work?

- a. Logo
b. Call to order: Phone number, Web address, branch address(s), hours
c. Legal notices disclaimer
d. Color palette
e. Budget considerations
f. Campaign linkage – what elements common to a campaign need to be incorporated, i.e. cross-sell line, specific photos, tag line
g. Style – required type size, fonts, etc.

14. Are there any intangibles that need to be addressed?

- a. Politics
b. Ethnic sensitivities
c. Environmental conflicts
d. Market environment (high fuel prices, etc)

15. What is the timetable for this project?

16. What is the budget for this project?

These guidelines serve strictly as thought generators for addressing each of the questions on the creative brief. They are not considered complete or relevant in all cases. See club examples for more details.

Any questions on this initiative should be addressed to Carole Sustak, Manager, Membership & Brand Marketing, 407-444-7613 or e-mail csustak@national.aaa.com.