**Use This Creative Brief To Organize Your Next Campaign**

1. What is the objective for your direct mail package? Lead generation? Sales? Donation? Some other purpose?

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2. What product or service does your company provide?

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3. Describe your target audiences. There may be just one audience or several audiences. For each, provide an overall demographic profile and, if appropriate, describe their needs as it relates to your products or services.

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4. How do you position your product or service in the marketplace? Do you compete with others? Do you compete with other classes of products or services? Outline the competitive environment in a way that shows where your product or service best fits.

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5. What is your direct mail offer? (You may be testing more than one, so provide a sample or information on each)

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6. What are the top three to five benefits of your product or service?

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7. What are the top three to five benefits of responding to your offer?

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8. What is the one unique selling proposition that will be most compelling to your audience(s)? Try to avoid “marketing-speak” and describe this as you would if you met someone at a party.)

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9. What’s holding your audience back? What are one or two reasons a prospect would NOT respond.

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10. For copy, describe the tone and voice you use when talking with customers and prospects. How should prospects be perceiving your brand?

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11. For design, what branding guidelines do you have in place (colors, imagery, fonts, etc.)?

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12. What type of piece are you producing (letter package, postcard, etc.)

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13. What is your budget for this project?

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14. Outline the schedule for this project

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15. What response channel will you use? (pURL, QR Code, landing page, etc.) Describe the experience of responding to your offer.

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16. Are there legal disclaimers to include and/or compliance guidelines to follow?

Click here to enter text.