

Introduction

An introduction to the product including all background information, latest research (clinical and market research) and any marketplace issues.

Target audience

Who is the advert/promotion to communicate with (GPs, hospital doctors, pharmacists, nurses)?

Purpose of advertising/promotion

What are the objectives of the campaign – is it to increase awareness, gain market share or launch a new product?

Brand personality

What is the product's Unique Selling Proposition (USP) or key benefits. In other words, what does the product offer to the target audience. Keep this simple.

Support

What evidence exists to support the USP – clinical data will be useful here.

Required audience response

What is the main message the target audience should 'take out' of the advert/material? What changes in behaviour is the advert/material trying to achieve (if any)?

Competitor analysis

How does the product relate to other products in the same market? It is important for the agency to know the client's relative position in the market as the creative approach to a market-leading brand will differ from that to a second or third place product.

Mandatory executional requirements

Are there any 'musts' to be included, e.g. specific branding colours, patient types, etc. If developing an advert, which medical publications will it appear in and at what size?

Timelines

When is the material required? Don't forget to take into account the time needed for medical approval, photo shoots and testing.

Budget

What spend is being allocated to this project? Ideally this should be detailed by job – advertising campaign, detail aid, posters, etc.

Creative Brief (sample)

company
product
date
issued by