

A creative brief is a planning document that your marketing communications team, creative agency, or other marketing professional will use to ensure they are clear on the purpose, use, distribution, and end-customer experience of the asset you intend for them to create. This Aventi template is a tool you can fill out and hand to your creative team to kickstart their content development work.

Who? — Your intended audience	
Ideal customer profile you're targeting (e.g. firmographics, industry, geography)	
Persona (title, pain point, challenges they're facing, etc.)	
The emotion — this one is vital. What is the emotional context your target audience is currently experiencing that you want to tap into — fear, excitement, ambition, power, frustration, determination? What visceral feeling is underneath the emotional response you might want to elicit?	
What? — Description of the asset	
<p>What is the form factor of the asset? A few examples of types of assets have been listed below. Be more specific on what's needed in terms of scoping parameters (such as word count, page count, minutes of video/audio).</p> <ul style="list-style-type: none"> ● Video (product tour, company overview, customer testimonial, executive overview) ● Customer case study ● Whitepaper (technical architecture vs business discussion) ● eBook ● Blog post ● Solution brief ● Partner brief ● Web page / landing page ● Infographic ● Digital asset for paid search, social media 	

Why? — Why should your prospect want to engage with this content?

Why should the target audience engage with this asset? What's in it for them? What will they learn, experience, and get from this asset? Why is it worth their time to consume your asset? This is where it's important to become crystal clear about the emotional context your target audience is experiencing at the moment they encounter your asset.

What is your objective with this content piece?

- Why is this piece needed?
- What is the objective of the piece?
- How will you measure success (e.g. downloads, views, likes, shares, retweets, trackbacks, etc.)?

Where does this asset fit in the buyer's journey?

- **Awareness** — Thought leadership, educational piece to help prospect learn.
- **Consideration** — Show prospects business value, establish credibility for your company/product/category as a possible solution.
- **Evaluation** — What criteria should the prospect use to weigh options including “do nothing” or status quo?
- **Purchase** — Why is your particular offering the best option? And why act now versus wait? How they might justify a purchase?
- **Advocacy** — How can you help a happy customer tell their stories to peers? What messages are most important that they share with others?

When?

By when must the asset be ready to publish, distribute, post?

Is there an event, industry conference, sales kickoff, or other point in time where this asset must go live in marketing execution?

How will this asset be published, distributed, posted, activated?

What channels (e.g. social media, paid search, syndicated content, media, print, etc.) will be used to deliver the content to the intended audience?

Is this asset gated or ungated?

How would a sales development rep or account executive use this piece?

Connect with us

We'll listen to your challenges and craft the best plan of attack.
Please contact us via the Aventi Contact Form or call us at **(415) 890-5434**

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