**[](https://www.smartsheet.com/try-it?trp=11988&utm_source=template-word&utm_medium=content&utm_campaign=Advertising+Creative+Brief+Example-word-11988&lpa=Advertising+Creative+Brief+Example+word+11988)ADVERTISING CREATIVE   
BRIEF TEMPLATE – EXAMPLE**

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| PROJECT  NAME | Worlds Beyond Campaign |
| BRAND | HorizonVR |
| PRODUCT | VR Headset |

project

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| PURPOSE  Why? | “Worlds Beyond” is an advertising campaign aimed at showcasing the expansive and immersive experiences that HorizonVR's virtual reality headsets offer. The campaign emphasizes the limitless possibilities of VR technology. |
| OPPORTUNITY  Ultimate impact? | This campaign presents the opportunity to position HorizonVR as the industry leader in providing unparalleled virtual reality experiences. “Worlds Beyond” will tap into the growing interest in VR technology among mainstream consumers. We seek the following ultimate impact: a significant boost in product sales; an increase in brand recognition; and the establishment of HorizonVR as a household name synonymous with cutting-edge VR experiences. |

ELEMENTS

What are the fundamental components of the project?

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| COMPONENT | TIME FRAME |
| Three 30-second TV commercials featuring stunning VR landscapes | Storyboards due 2/1; final due 3/15 |
| A series of five interactive social media ads for Instagram and Facebook | Draft due 2/10; final due 3/17 |
| A set of digital banners for web advertising | Draft due 2/15; final due 3/17 |
| A concise, engaging 15-second ad script to be played at the beginning of selected podcasts | Draft due 2/20; final due 3/5 |
| More detailed 30-second ad scripts for the middle of the podcast episodes | Draft due 2/20; final due 3/5 |

OBJECTIVE

What does the project work to achieve?

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| * We want to increase VR headset sales by 30% over the next quarter. * We want to boost website traffic by 40% and achieve a 50% increase in social media engagement within the time frame of the campaign. |

TARGET AUDIENCE

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| --- | --- |
| PROJECT TARGET  Who are we trying to reach? | Tech-Savvy Simon: A professional between the ages of 25 and 35 who loves new technology, gaming, and immersive experiences and is always looking for the next gadget to enhance his digital lifestyle. |
| BRAND TARGET  Who does the brand speak to? | HorizonVR's broader target audience encompasses a diverse range of tech enthusiasts, including gamers, early adopters of technology, and digital experience seekers, ranging from young adults to middle-aged professionals. This audience values innovation, immersive entertainment, and cutting-edge technology; this market also seeks products that enhance its digital interactions and provide unique virtual experiences. |

ATTITUDE

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| PROJECT TONE  What traits are we trying to convey? | The tone should be futuristic, awe inspiring, adventurous, engaging, and sophisticated, appealing to tech enthusiasts' sense of wonder and excitement about new experiences. |
| BRAND PERSONALITY  What characteristics define the brand? | HorizonVR is imaginative, confident, and futuristic. The brand voice is exhilarating and sophisticated, aiming to captivate and intrigue the audience. It balances technical expertise with approachable and engaging language, ensuring that it is accessible yet awe inspiring. The copy often employs vivid, sensory-rich descriptions to paint a picture of the immersive experiences that the brand offers; at the same time, the language maintains an undertone of wonder and possibility that aligns with the cutting-edge nature of VR technology. |

message

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| THE TAKEAWAY  What is the key idea to be remembered? | The campaign emphasizes the transformative power of virtual reality to transport users to extraordinary realms. The promotion offers unparalleled immersive experiences that redefine the boundaries of digital entertainment. The key takeaway for consumers is the promise of a boundless and captivating virtual world. In this world, each VR headset serves as a portal to endless adventures and breathtaking experiences – those that showcase the magical ability of VR technology to enhance everyday life. |

comments and approval

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| COMMENTS |  |

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| APPROVAL | NAME | SIGNATURE | DATE |
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