**CLIENT CREATIVE BRIEF
TEMPLATE – EXAMPLE**

CREATIVE BRIEF

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| PROJECT TITLE | Happy Pets, Healthy Planet |
| CLIENT NAME | EcoPaws |

PROJECT OVERVIEW

This section includes your project summary, research sources, and findings.

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| EcoPaws, known for its commitment to eco-friendly pet products, is launching the "Happy Pets, Healthy Planet" campaign to promote their new line of sustainable pet care items. This campaign aims to blend the joy of pet ownership with environmental responsibility, using compelling storytelling and informative content to resonate with environmentally conscious pet owners. |

Budget

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| AMOUNT | $25,000 |

PROJECT OBJECTIVES

This section includes descriptions of your goals, desired outcomes, and measurable objectives.

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| * **Engagement:** Achieve a 50% increase in engagement on our social media platforms, including likes, shares, comments, and participation in the campaign's interactive quiz within the first three months of the campaign launch.
* **Sales Growth:** Boost online sales of the new eco-friendly product line by 30% within the first quarter post-launch. We will track this growth through online sales data and the use of specific promotional codes that we share via the campaign.
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MARKETING GUIDELINES

This section includes your approval process for all pieces, style guides, and links to existing branding standards.

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| * Reference the brand style guide and DAM for assets.
* First drafts and concepts must be approved by the sales director and marketing director.
* The marketing director will handle final approvals.
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MARKETING MATERIALS

Describe the pieces required, the strategic reach, and the desired outcome.

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| The campaign will reach digital and in-store environments with a broad spectrum of touchpoints, ensuring maximum visibility and engagement with diverse segments of eco-conscious pet owners. The expected outcome is a cohesive, multichannel campaign that not only raises awareness about EcoPaws' new sustainable product line but also educates and inspires action toward more environmentally responsible pet care practices. |

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| ELEMENT |  |
| COPY | Persuasive and informative copy for email marketing, product promotion, and campaign content. |
| PRINT ADS | Two poster designs for pet stores, emphasizing the eco-friendly aspect of the products. |
| DISPLAY ADS | An engaging, clickable ad for online platforms, possibly incorporating a mini-quiz. |
| WEB BANNERS | Five digital banner ads and two animated web banners. |
| WEBSITE | The development of an engaging online quiz about sustainable pet ownership, to be hosted on the EcoPaws website. |
| SOCIAL MEDIA | A series of 20 custom-designed posts for Instagram and Facebook, including images, short video clips, and interactive story features. |

TIMELINE

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| DATE | MILESTONE |
| 01/15/20XX | Kickoff Meeting |
| 02/10/20XX | Drafts Due |
| 02/15/20XX | Comments Due |
| 03/15/20XX | Final Drafts Due |
| 03/25/20XX | Approval Deadline |
| 04/01/20XX | Campaign Launch |

TARGET AUDIENCE

Describe the desired audience: The who, what, when, and where of the target customer base.

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| PRIMARY DEMOGRAPHIC | Eco-friendly Emily, a socially conscious pet owner in her 30s who is active on social media and who prioritizes sustainable and eco-friendly products for her beloved pet. |
| SECONDARY DEMOGRAPHIC | Newcomer Nate, a 20-something, first-time pet owner who is eager to make environmentally responsible choices for his pet's needs. |

CALL TO ACTION

Detail the desired reaction of the target audience.

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| We want to educate and encourage pet owners to make sustainable choices by engaging with our interactive quiz and educational content. We want to drive the audience to purchase EcoPaws' eco-friendly products through our website, using special promotional codes provided in the campaign materials. |

CAMPAIGN LOOK AND FEEL

Describe the desired style of the campaign.

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| Warm, inviting, and earthy, reflecting the eco-friendly ethos of the brand. Visually, it combines natural, muted color palettes with vibrant images of pets and eco-friendly products, creating a balance between a sense of environmental responsibility and the joy of pet ownership. The design elements feature clean, organic lines and textures, evoking a sense of simplicity and sustainability. |

CAMPAIGN MESSAGE

Define the key benefits of the product; describe its value and the desired target audience takeaway.

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| Choosing EcoPaws' products means contributing to a healthier planet without compromising on quality care for pets. EcoPaws offers eco-conscious pet owners a way to align their purchasing decisions with their values, providing peace of mind through sustainable, safe, and non-toxic materials. These products promise to enhance well-being for pets, thanks to their natural, organic ingredients and environmentally friendly design, ensuring a healthier lifestyle for both pets and their owners. |

COMPETITIVE ANALYSIS

Describe your competitors’ campaign messages, research findings, and supporting information. List any attachments.

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| EarthTail Pets’ "Green Paws, Cleaner Planet" Campaign: EarthTail Pets recently launched a campaign focused on reducing the carbon pawprint of pets. It emphasized biodegradable pet products and included an interactive web app for tracking the environmental impact of pet owners' choices. The campaign effectively highlighted the brand's commitment to reducing environmental impact, incorporating a strong educational component. However, it lacked the emotional connection to the pet-owner relationship, focusing more on the environmental data aspect. |

comments and approval

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| COMMENTS |  |

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| APPROVAL | NAME | SIGNATURE | DATE |
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