**SIMPLE CREATIVE BRIEF
TEMPLATE – EXAMPLE**

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| BRAND | Green Harvest Organics |
| PROJECT NAME | Field to Fork Story Campaign |

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| ROLE | NAME | CONTACT |
| Lead Marketer | Toby Frank | tf@greenharvest.com |
| Content Manager | Greg Lin | gj@greenharvest.com |
| Project Manager | Maya Hillman | mh@greenharvest.com |

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| PROJECT OVERVIEWPurpose and opportunity. | This is a story-driven marketing campaign highlighting our commitment to sustainable and organic farming practices. With a blend of documentary-style videos, social media engagement, and educational content, we seek to connect consumers with the journey of their food from the farm fields to their dining forks, emphasizing the brand's dedication to health, quality, and environmental stewardship. |

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| OBJECTIVE What does the project work to achieve? | We seek to enhance consumer awareness and appreciation of Green Harvest Organics' sustainable farming practices. We’ll achieve this by increasing views of the “Field to Fork” documentary-style video series by 40% within three months in order to directly connect the story of organic farming with the Green Harvest brand. |

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| TARGET AUDIENCEWho are we trying to reach? | Eco-conscious Emma is a health-aware, mid-30s urban professional who prioritizes organic foods, is deeply invested in sustainability, and actively seeks brands that align with her environmentally responsible lifestyle. |

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| MESSAGEWhat is the key idea to be remembered? | Experience the pure, authentic journey of your food, from our sustainable fields to your fork, ensuring health, quality, and environmental stewardship with every bite. |

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| ATTITUDEStyle and tone. | The tone should be authentic, engaging, informative, inspiring, and earthy. |

SCHEDULE

Projected timeline, important dates, deadlines, etc.

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| TIME FRAME | OBJECTIVE |
| February 1 | Concept development meeting |
| February 15 | Storyboards due for marketing review |
| March 1 | First drafts of videos and social graphics due for marketing review |
| March 15 | Final drafts due |
| April 1 | Campaign launch |

BUDGET

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| AMOUNT | DESCRIPTION |
| $25,000 | Video production |
| $10,000 | Social ad spend |

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| COMPETITIONWho are we going up against? | Nature's Bounty Organics recently executed a campaign focused on “Farmers' Stories,” utilizing heartfelt video testimonials from the company’s farmers to emphasize the personal touch in its organic farming. This marketing strategy significantly boosted the brand affinity in the organic market.Pure Earth Foods' latest campaign, “Organic for All,” employed a strategy of offering affordable organic produce through a series of community-focused events and online promotions. With this strategy, the company effectively broadened its market reach to include budget-conscious consumers. |

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| DELIVERABLES AND FORMATDescribe the key pieces we need to produce. | We will create five three-minute videos in high-definition (HD) format, showcasing the journey from farm to fork. The videos will focus on organic farming practices, farmer stories, and the product journey. We will share the videos on social media and the brand website.We will also produce 15 custom-designed, visually cohesive Instagram and Facebook posts, including both images and short video clips (30-45 seconds each), along with interactive story features to engage viewers. We will use the hashtag #FieldToFork for this promotion. |

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| COMMENTS |  |

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