

Creative Brief

Mission - <i>What is your mission?</i>
Core Values
Pain Point - <i>What pain point are you solving for your core consumer?</i>
Value Proposition - <i>How are you solving the pain point better than anyone else?</i>
Product - <i>How are you deploying your value proposition to your consumers?</i>
Core Consumer - <i>Who is your core consumer? Share your buyer persona.</i>
Market - What market are you targeting and how are you positioned in that market? 1. Primary Channel: _____ 2. Category/Subcategory: _____ // _____ 3. Brand(s) you will sit next to on the shelf:
Brand - Share your story