**State Agency Name | Creative Brief | 2020**

Submitted to: (Vendor Name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Vendor respectfully declines (please state reason): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Program: Date:**

|  |  |
| --- | --- |
| Program background: |  |
| What is our challenge or opportunity? |  |
| What greater problem is being created or is there a larger opportunity? |  |
| What is our solution? |  |
| What is the communication objective we must meet with this creative? |  |
| What measurable goals are we trying to achieve? |  |
| Who are we talking to and what makes them move? Demographic/Psychographic |  |
| What is our call to action? |  |
| How do we want people to feel about our solution? |  |
| Deliverables (if known): |  |
| Requirements: |  |
| First concepts due: |  |
| Anticipated budget: |  |
| PeopleSoft fund ID: |  |

**Funding Source:  General Fund  Federal  Dedicated**

Agency Communications Director Approval Agency Chief Financial Officer Approval

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