



Bill Kaye

# Creative Direction Fact Sheet

Client: \_\_\_\_\_

Contact: \_\_\_\_\_ Ph \_\_\_\_\_ Cell \_\_\_\_\_ email \_\_\_\_\_

Project: \_\_\_\_\_

Purpose of Project *Introduce product, design, brochure* \_\_\_\_\_

\_\_\_\_\_ *Length* \_\_\_\_\_ *When needed* \_\_\_/\_\_\_/\_\_\_

Target Audience: *Retailers, vendors, wholesalers, consumers? Profile.. be specific.* \_\_\_\_\_

What are the key pains of the target audience? \_\_\_\_\_

What emotional factors should be considered for the target audience? (*Safety, fear, anxiety, greed, price, ego, security, love, etc.*) \_\_\_\_\_

Features/Facts about Product or Service: *Describe the product. List all the important data and copy points that should be in the project. Rate them by importance.* \_\_\_\_\_

Benefits: *How does the user benefit from the product or service?* \_\_\_\_\_



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USP/Unique Selling Proposition: *State in a sentence what makes the product or service unique*

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Other important message(s) which should be conveyed, in order or importance:

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Objective: *What response do we want from the target audience? Do we want to generate leads, increase traffic, what are we trying to do?*

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What supporting materials are available? *(Testimonials, brochures, web pages, product sheets, press releases, etc. Is there an SME.. subject matter expert?*

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Problems/Competition/Opportunity or Advantage: *Where do we stand? Who are we up against? List competition.. can we get any of their literature? Can we get a jump on the competition? Do they have any obvious or perceived weaknesses?*

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What are we really selling? *(Peace of mind, satisfaction, appearance)*

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What exactly are we promising?

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What should not be said? *(Taboos, incidental features or by-products which could be detriment?*

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Tone or Image: *Fun, friendly, traditional or high tech? Informative, , introductory, reinforcement?*

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Anything else that should be conveyed?

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Anyone else that needs to provide input?

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