

Radio Creative Brief

Client	Industry Sector
Client's Unique Advantage The one defining consumer benefit that sets the advertiser apart from all competitors. What will listeners gain from your brand that is different from all the rest? Also called "Meaningful Differentiation" or "Unique Selling Proposition."	
Market Position Client's current market share or ranking versus competitors	
Strategic Marketing Objective What is the long-term, measurable goal the advertiser expects to achieve for the brand? How should the listener feel about this brand in one year? In two years? What will its market position be?	
Advertising Objective What is the short-term, measurable goal the campaign is expected to achieve?	
Target Group Describe your client's desired customer: (gender, age, income, lifestyle, attitudes and preferences).	
Tone What emotion should this commercial make the listener feel?	

Call-to-Action

What action do you want the listener to perform as a result of hearing this commercial? (The action must be specific, compelling and single-minded.)

Executional Requirements

What elements must be included in every commercial? (Theme, slogan, jingle, web address, phone number, unique sound effect, sound logo, etc.)

Radio Format

Which radio format(s) will be included in the media plan?

Message <small>(One per commercial)</small>	Benefit <small>The primary reason listeners should act on this commercial</small>	Support <small>Secondary supporting point to underscore the main benefit</small>	Flight Dates	Spot length