

Transcreation Brief

MANDATE AND OBJECTIVES	BRAND AND BRAND PERSONALITY	PRODUCT BENEFITS
<p><u>Marketing objectives:</u></p> <p><u>Communication Objectives</u></p>	<p><u>Brand:</u></p> <p><u>Brand Attributes:</u></p>	
WHO ARE WE TALKING TO?	WHAT ARE THE CHALLENGES?	
<p><u>Where does the target live?</u></p> <p><u>In which language(s) do we talk to the target?</u></p> <p><u>Where does the target come from and how does she/he lives?</u> <u>How do they think?</u></p> <p>CONSUMER INSIGHTS FOR THE TARGET</p> <ul style="list-style-type: none"> • What motivates them to buy the product/service? • What stops them from buying the product/service? 	<p><u>What are the marketing challenges?</u></p> <p><u>What are the communication challenges?</u></p> <p><u>Brand perception, Consumer perception, Communication from competitors, etc.</u></p> <p><u>Challenges Relative to timing?</u></p>	

WHAT DO WE HAVE TO SAY TO CONVINCe? (Main message, secondary messages)

Main message:

Secondary message:

KEY LEARNINGS

CREATIVE CONSIDERATIONS

DEADLINES

BUDGET (development, production and media)

• Creative Brief:	•
• Presentation to client:	•
• Beginning of production :	•
• Delivery :	•
• Distribution	•

PIECES TO PRODUCE

VERSION(S)

DETAILED HIERARCHY OF MESSAGE FOR EACH PIECE

FORMAT

COLOR
