



NARWHAL CREATIVE

# HOW-TO BRIEF US.

Narwhal Creative Inc. 2556 Central Ave, Unit 1A, Windsor, ON  
[www.narwhalcreative.ca](http://www.narwhalcreative.ca)



## NARWHAL CREATIVE

When you work with Narwhal Creative, this is the starting point. It's short, sharp, and helps us get to the good stuff faster, like killer ideas and campaigns that work. If you're not sure how to fill something out, don't worry. Bring what you can. We'll fill in the rest together.

### **THE GOAL**

What are we trying to do?

Drive leads, sell a product, launch something?

### **THE OFFER**

What are you selling/promoting?

Include price, package, details, and any limitations.



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## **THE AUDIENCE**

Who is this for?

Be specific -- job title, location, pain points, interests.

## **THE MESSAGE**

What is the one thing the audience should walk away knowing or feeling?

## **THE CREATIVE MUSTS**

Any mandatory elements?

Brand colours/logos, specific tone, disclaimers/legal.



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### **TIMELINE + BUDGET**

Be honest, what are we working with?

Include both your timeline and proposed budget.

### **SUCCESS LOOKS LIKE**

What KPIs matter to you?

Lead, sales, engagement?

Using this information, our team will create a custom package tailored to the marketing needs of your business.