

Annex 2. Creative brief template for malaria communication campaign

Creative Brief	National Department of Health Malaria Communication Campaign
Health Field	Malaria Prevention and Control
Creative Output <i>Materials to be created</i>	
Target Group <i>Who will benefit from the materials? Who will learn from the materials?</i>	
Research and historical context <i>What do we know about our Target Group from research?</i>	
Behavioral Objectives <i>What do we want people to do after they see this item?</i>	
Expected Outputs <i>What materials are to be designed or produced?</i>	
Creative Considerations <i>What should and should not be depicted or included in the creative concept?</i>	
Logos	