**Monster.ca – Creative Brief Template**

***1. What is the objective?***

The objective of the Monster.ca campaign is to increase site usage and engagement by 10% for adults, ages 25-40. All ads show the features and site capabilities that Monster offers to suit their needs. If the audience is discontent with their current position, Monster can provide to their needs by finding a better position.

***2. Who is the target?***

Adults, ages 25-40 who are looking to switch careers or find a better workplace. In order to portray to the target properly, Monster gives the opportunity to choose options to a new career/job. They believe that workers deserve better, and that they have the right to a better work-life balance. We want to show the target that Monster is able to provide the service. Monster will help them look for the perfect job with the perfect fit. A career tailored to their needs.

***3. What is the message?***

The message of the campaign is “Jobs tailored to you”. As the main message, it is used to compel the user to look for a position that tailors to their schedule and needs. Monster as a company has been around for 20 years, is a global provider for job seeking, career management, recruitment, and talent management services. Through these services, Monster tries to find the best candidates.

***4. What is the tone and manner?***

The tone and manner of the campaign is personal, honest, and innovative.

***5. What is the medium?***

The best way to get the message across is through highly creative, yet simple visuals.

Media includes a TV commercial, OOH, Magazine, Non-traditional, and Online.

***6. What are the particulars?***

All the particular had a geometric cartoon theme with purple tones. The call to action is the phrase “Jobs tailored to you”. Copy is of high importance in the campaign as it assures the audience that Monster is willing to help with their career. This show in the visuals and the copy.