

Creative Brief

▼ 1. General

▼ a. Date

• i.

▼ b. Version

• i.

▼ c. Prepared by

• i.

▼ d. Approved by

• i.

▼ 2. Client Information

▼ a. Company Name

• i.

▼ b. Primary Contact

• i.

▼ c. Phone

• i.

▼ d. Email

• i.

▼ e. Account

• i.

▼ f. What business issues does your client face?

• i.

▼ g. What are the client's expectations?

• i.

▼ h. How can you exceed the client's expectations?

• i.

▼ 3. Project Summary

▼ a. Title

• i.

▼ b. Overview

• i.

▼ c. Background

• i.

▼ d. Primary Goals

• i.

▼ e. Secondary Goals

• i.

▼ 4. Target Audience

▼ a. Demographics (occupation, age range, gender, education, income, etc)

• i.

▼ b. Target Insight (who is the target and what do they care about?)

• i.

▼ 5. Guidelines

▼ a. What adjectives best describe your client's product or service? (Brand Attributes)

• i.

▼ b. How does the client want their audience to respond to their product or service? (Branding Guidelines)

• i.

▼ c. What are some specific visual goals you should convey? (Aesthetic Guidelines)

• i.

▼ d. What technical requirements must be met? (size, format, colors, etc.)

• i.

▼ e. What mandatory elements must be included? (logos, company name, website, etc.)

• i.

Communication Strategy

Key Message (state a single-minded word or phrase that you must communicate)

What is the overall message the client is trying to convey to the target audience?

How will you convey the message?

Competitive Positioning

Who is your client's competition?

How is your client's product different from their competition's products?

How is your client's company different from their competition?

Personal Observations

What is your impression of the client?

What is your impression of the client's needs?

How is your client perceived in the community and media?

Deliverables

Due Date

Deliverables

Postmortem

Describe the key elements of your solution

How does your solution solve the client's problem?

How did your work help the client meet key goals?