

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.

▼ 6. Communication Strategy

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

i.

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

i.

▼ c. How will you convey the message?

i.

▼ 7. Competitive Positioning

▼ a. Who is your client's competition?

i.

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

i.

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

i.

▼ 8. Personal Observations

▼ a. What is your impression of the client?

i.

▼ b. What is your impression of the client's needs?

i.

▼ c. How is your client perceived in the community and media?

i.

▼ 9. Deliverables

▼ a. Due Date

i.

▼ b. Deliverables

i.

▼ 10. Postmortem

▼ a. Describe the key elements of your solution

i.

▼ b. How does your solution solve the client's problem?

i.

▼ c. How did your work help the client meet key goals?

i.