**Creative Brief *Template***



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| DATE OF BRIEF |  |
| PROJECT TITLE |  |
| PROJECT CHAMPION / PROJECT LEAD |  |
| DEADLINE |  |

**1. Project Title:**

**2. Overview:** *(Project information and background)*

* Please summarize the project:   
  *(think: most basic and important details)*
* Why is this project necessary?   
  *(think: what is its reason for being)*

**3. Deliverables Needed:** *(Copy, design, printed materials, event support, etc.)*

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| **Title** | **Brief description** |
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**4. Objectives:** *(Think: Project goals, objectives, and strategy)*

* What basic objectives are we trying to achieve?
* What business outcomes do we want?
* How might the objectives and outcomes be achieved?   
  *(think: educated guesses, at this early stage)*
* How will you measure the success of this project?   
  *(think: KPI’s and measurable details)*
* What are the most critical aspects of this project?   
  *(think: Essentials & Dealbreakers)*
* Among your outlined objectives, where do the top priorities lie?
* Can you suggest strategy or positioning to achieve the objective?  
  *(think: useful and relevant pre-existing insights, based on experience)*

**5. Primary Audiences:***(Think: Who are they, what do they want/need, where do their sensitivities likely lie)*

* Who is the Primary Audience?
* What should be avoided in talking to this audience?
* What do they believe before we tell them anything?
* Who is the Secondary Audience?

**6. The Message:***(Think: What is the most important takeaway for your audience?)*

* If you could get one sentence through all the clutter, what would that be?
* If your audience asked you to prove it (your claims), how would you do that?
* What other major points do you want to communicate?

**7. The Medium**:   
*(Think: How can we most effectively reach, and connect with your audience?)*

* What is the best way to reach this audience?
* Is there another way?
* Are there existing communication pieces that this piece must align with?
* How will this communication piece be delivered to the audience?

**8. Tone and Image:***(Think: Funny or serious, casual or formal, etc.—how do you want your brand to sound, and come across to your target audience? To answer this, think of your brand as a person—what tone and visual language should this communication piece adopt, to make the most impact on your audience? Try to provide specific goals.)*

**9. Messages:***(Think: What are the differentiating features, benefits, and value delivered by the product / service?)*

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| **Features**  *(Prioritize the top features and/or facts about the product/service, and how it compares to the competition)* |  |
| **Benefits**  *(Prioritize the top features and/or facts about the product/ service, and how it compares to the competition)* |  |
| **Value**  (*What’s the one sentence that summarizes its unique value)* |  |
| **Other key points?** |  |

**10. Deadlines and Budget**:

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| **Final Deadline:**  *When must the message get to the audience for maximum effect? (e.g. trade shows, events, product launch/rollout dates)* |  |
| **Immediate Deadline:**  *When must we deliver the finished work?* |  |
| **Budget:**  *Has a budget been approved? Other budget details?* |  |

**11. Review & Approval Process:***(Think: Stakeholders—Who is leading the project; and whose approvals are necessary?)*

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| **Point Of Contact*:*** *Who is the point person on your organization’s side?* |  |
| **Process:**  *What is the review and approval process like?* |  |
| **Final Approver:** *Who will sign off on final execution?* |  |

**12. Additional information:***(Think: Any other details that will impact the success of this project)*

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| **Revision Rounds:**  *Are there a particular number of rounds of revisions your team/organization will require?* |  |
| **Special Information:**  *Any other design/communication objectives or special circumstances?* |  |
| **Mandatories:**  *Are there any mandatories that must be in the communication piece? (e.g. logos, disclaimers, keywords, etc.)* |  |