

Creative Brief Template

Date:

Project Contact:

Project:

Company background:

Please summarize this project and what you hope to achieve:

How will you measure the success of this program?

Who is the primary audience?

What, if anything, should be avoided in talking to this audience?

What, if anything, do they already believe?

Who is the secondary audience?

Objectives:

What goals are you trying to achieve? Please list your objectives in priority order. (Be sure your goals are achievable, concrete, and measurable.)

- 1.
- 2.
- 3.

Can you suggest strategy or positioning to achieve the objective? Do you have any inspirational examples?

Who are your competitors?

Summarize your message in one sentence.

If you were asked to prove your message, how would you do that?

What other major points do you want to communicate?

Prioritize what you believe are the three best ways to reach your target audience.

- 1.
- 2.
- 3.

Are there existing pieces that this project must work with?

How will this piece be delivered to the audience?

Any other design objectives or special circumstances?

Are there any mandatories that must be in the piece?

When must the message get to the audience for maximum effect? (i.e., deadlines, events, etc.)

When must we deliver the finished work?

Budget - how much money do you have to spend on this project?

Has this budget been approved? By whom?

What quantities do you need to produce? (for printed pieces)

The responsible parties:

Who needs to sign off on final product?