



creative brief >

Job Number:

Project Name:

Client:

AE:

Designer:

Copywriter:

Medium (if known): Is the designer being asked to concept a solution to a problem or has the medium been determined by prior strategy work? Do we already know this project must be a particular format, size, or type?

Do we already know this client's brand standards? If new, do we have reference?: If the project is for a new client please provide the creative team with their brand standards if they exist as a coherent reference (Web, pdf, etc.). If the client does not have a coherent set of brand guidelines do we have reference materials for them (ads, brochures, business cards, websites)?

Background/overview: Big picture stuff. Who has the client asked us to reach and what do they want them to know?

Objective: What effect should this piece have on the audience? What do we want them to think or feel or do?

Target audience: Give a detailed description of the target audience.

Most important message: What's the most persuasive or most important thing we can say to achieve the objective? This should be as simple of a statement as possible.

Secondary messages: Other major copy points.

Why should the audience do what we want them to? Rational and emotional reasons for the target market to believe what we want them to believe, and do what we want them to do.

Any reasons why they aren't already doing it? Any barriers, real or perceived, that are stopping our audience from behaving the way we want them to.

Mandatory elements: Offer details, call to action, logos, do brand guidelines apply?

Optional elements:

Insights, helpful information: Anything else that may be important or noteworthy.

Do we have everything we need to get started? (Copy, logos, reference material).

Schedule: Deadline for initial internal review, date for client presentation, etc.