

Creative Brief Template

This questionnaire is not a Creative Brief — it is a tool you can use to help you compile the information necessary for writing a Creative Brief. A Creative Brief is a document which describes the specific objectives, deliverables and strategies of a marketing piece or campaign, and includes information about the target audience, what matters to them, the specific marketing channels, the budget, timeline, and other key details about the project.

Here are some quick pointers to help you get on the right track with your Creative Brief, but first, a reminder about why you're doing this ...

A well-written Creative Brief will help you define your project in such a way that everyone working on your project will have a clear understanding of the vision, the strategy and the goals of the project so they can move forward with an effectiveness and flow that produces the best results.

Tips for Success

1. Answer the questions with lively and conversational language. Be clear and direct, and avoid using obscure, meaningless marketing terms or buzz words.
2. Gather input from **ALL** stakeholders. By including all stakeholders, you increase your chances of gaining their buy-in as you move forward with design.
3. Keep it relevant, and get to the point. The goal is not to bore people with how many marketing terms you know, but to craft a document that will serve as a useful guide for the members on your team.

Overview

Give a short description of the project and its purpose

Deliverables

List all the deliverables of the project

Primary Audiences

List the audiences that this project is targeting, and how they will engage with the piece.

What does your audience care about when considering your product?

Positioning

List your closest competitors.

How is your product different to your competitors'?

How is your industry perceived?

How is your company or product perceived?

Messages

What is the single most important message you want your audience to get from this piece?

What other messages do you hope to communicate?

Tone

Describe the tone of the writing and the imagery; the feelings you are trying to evoke; and the impression you hope to convey. Is it formal? Sophisticated? Casual? Funny? Shocking?

Imagery

Are there any special notes that need to be made about the type of imagery to be used?

Budget

What is the overall budget for the project? How is that broken down per component (copywriting, design, photography, printing, programming, advertising, etc.)

Schedule

List the dates that each component needs to deliver (list major milestones: when files need to be sent to press, when printed pieces need to ship, when they need to arrive ... etc.) Attach a timeline or calendar if that is how your team works.

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