

CREATIVE BRIEF

Why a creative brief? A creative brief provides a designer with the guidance needed to design marketing collateral that incorporates your desired marketing message, goals and needs. It should capture the overarching goals and objectives of your marketing collateral and also outline details, history and reference points to best impact final design and outcome. Although it may not always answer every question it can help streamline communications to save time, effort and money.

1. Background Summary: Describe your company. What is the product or service? Marketing history?

2. Project Details: What is it for? When does it need to be completed? Explain the scope of your project.

3. Audience: Who is this for? Is there a secondary audience? Demographics?

4. Value: What's in it for your customer? Highlight benefits and value of the product. Is there a tagline that says it all?

5. Objectives: What goal(s) are to be accomplished (leads, sales, etc.)? How will this be measured?

6. Competitors: Who is the competition? What are they telling the audience? What differentiates you from them?

7. Message: What exactly are you saying with this piece? What do you want your target audience to take away? Features & Benefits? Unique selling points?

8. Mediums: How will the message be communicated? Web? Print? Email? Is this project connected to a particular event?

9. Visuals: Describe the look and feel that you want. Are we developing new images? Photography? Illustrations? How will these be used? Font and color preferences?

10. Timing: Deadline? Timeline? List of deliverables?

11. Budget: What are the budget requirements?

12. Contact Information: Who is the main contact? Who can give final approvals? Who else needs to be in the loop on decisions, reviews, etc.? (list names and contact information preferences).
