

Creative Brief

Date:	Wednesday, September 22, 2010
Version:	
Prepared By:	
Approved By:	

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Client Information

Company Name:	
Primary Contact:	
Phone:	
Email:	
Account #:	

What business issues does your client face?

1.
2.
3.
4.
5.

What are the client's expectations?

1.
2.
3.
4.
5.

How can you exceed the client's expectations?

1.
2.
3.
4.
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Project Summary

Title:

▼ Overview

▼ Background

Primary Goals

1.
2.
3.
4.
5.

Secondary Goals

1.
2.
3.
4.
5.

Target Audience

▼ Demographics
Occupation, age range, gender, education, income, etc...

▼ Target Insight
Who is the target and what do they care about?

Guidelines

Brand Attributes: What adjectives best describe your client's product or service?

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Branding Guidelines: How does the client want their audience to respond to their product or service?

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-
-

Aesthetic Guidelines: What are some specific visual goals you should convey?

1.
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Technical Guidelines: What technical requirements must be met? (size, format, colors, etc.)

1.
2.
3.
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5.

Marketing Guidelines: What mandatory elements must be included? (logos, company name, website, etc.)

1.
2.
3.
4.
5.

Communication Strategy

Key Message: State a single-minded word or phrase that you must communicate.

▼ What is the overall message the client is trying to convey to the target audience?

▼ How will you convey the message?

Competitive Positioning

▼ Who is your client's competition?

▼ How is your client's product different from their competition's products?

▼ How is your client's company different from their competition?

Personal Observations

▼ What is your impression of the client?

▼ What is your impression of the client's needs?

▼ How is your client perceived in the community and media?

Deliverables

List all deliverables, assign start and due dates to each task as needed.

1.
2.
3.
4.
5.

Postmortem

▼ Describe the key elements of your solution:

▼ How does your solution solve the client's problem?

▼ How did your work help the client meet key goals?
