

## **Creative Brief**

### **What makes a good creative brief?**

Imagine, for a moment, that instead of asking people responsible for your marketing to produce a new brochure for your organization, you are about to build a bridge.

You have called together a team of specialists who will contribute to building the best and most effective bridge.

Will this happen if you don't give them the information they need to pull together to deliver the best possible bridge?

How about where it should start from, or where it should finish? Maybe you'd give them a clue on what you'd like the bridge to look like, what vehicles will need to cross it, what size boats need to go underneath, if it needs to allow pedestrians to use it.

You don't need to tell them how to build it. That's their job. You're going to wait to see if their drawings meet your criteria.

It's the same with a creative brief. Whether you are executing it internally or briefing a creative agency, they need to know where you are now and where you want to get to. What will success look like? And how will it be measured.

The better the brief, the better and more accurate the results. The more time, effort and information you input at the start, the greater the time savings throughout the process.

Briefs don't have to be long, wordy documents – they are called 'briefs' because they are meant to be brief. They are a clear and focused summation of your thinking.

Use this Creative Brief template to prepare for any new marketing project.

## Creative Brief

Project Management – Please provide the basic facts of the project	
<b>1. Project Name</b>	
<b>2. Project Type</b>	
<b>3. Company Name</b>	
<b>4. Brand Name</b>	
<b>5. Client Team</b> – who from your team will be working on the project including project manager and contributors. Who is responsible for approvals?	
<b>6. Agency Team/Resources required</b>	

**Project Background** – Where you are now and where do you want to be.  
 Provide some background information on the marketing strategy behind this project.  
 This will help to fit the current project into your overall strategy.

**7. What is the main purpose of your business?**

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**8 Where is your market and who are your customers?**

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**9. What sort of position does your business hold in the market (market share? No. 1?)**

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**10. How would you describe your company's image and reputation in the market in which you operate?**

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**11. Where are you trying to take the business and what sort of position/image/reputation would you like your business to hold? (Your objectives)**

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**12. How does this project fit into the overall marketing strategy for your business?**

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**Current Project Overview** – What are we doing to get there, who do we need to talk to, and how will you know you've arrived?

Provide as much information as you can about the project, how you would like it executed and what you want to achieve with it. Be clear about any design parameters that need to be considered e.g. brand guidelines, corporate style, terminology, or anything that you feel particularly strongly about.

**13. What is the purpose of the project? E.g. launch a new product or service with a view to creating awareness and/or enquiries**

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**14. What do you want to produce e.g. brochure, flyer, email, advert?**

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**15. Who is the project aimed at – your target audience?**

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**16. What 'Customer Needs' does this project address?**

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**17. What are the key themes you would like to convey?**

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**18. What is your niche offer and call to action?**

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**19. What social evidence can be included? E.g. case studies, testimonials**

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**20. What are the key features and benefits of what you are offering?**

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