

# Creative Brief

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*A creative brief is a great tool for communicating – and reaching consensus about – what you’re looking to get out of any communications project. They can be used internally when another department requests something be produced, or they can be used with an outside consultant.*

## **Client Name**

Name (who is requesting the piece)

## **Project Name**

Project 123

## **Purpose/Marketing Objective**

Objective (what we want the communications piece to do)

*Example: This social media ad should attract community members to sign up for our next Open House event. Our goal is to have 50 people pre-register for the event.*

## **Target Audience(s)**

Primary

Secondary

## **Call to Action**

What do we want the target audience to do? (donate, call elected official, register for an event, etc.)

## **Key Messages**

What are the key benefits, and what information needs to be included to attract our audiences?

## **Tone/Look and Feel**

What should the creative team keep in mind as they develop how this communications piece will look? What attributes of the brand should be accentuated?

## **Mandatories**

What elements must be included? (logo, phone number, website URL, etc.)

## **Additional Research/Background**

Other information about the organization and/or program that would help the team more fully understand the challenges. Also, what assets exist already that may be helpful to the team?

## **Deliverables and Formats**

How will the finished piece be delivered? (design files, PDF, printed invitation, etc.)

Are there multiple formats the piece will need to be adapted to fit?

## **Timeline**

When is the piece needed and how firm is that deadline? Will there be check-ins or milestones along the way?

Are there any other factors that might affect the timeline we should be aware of at the outset of the project?

## **Approvals**

Who are the decision makers in this process? Are there any other stakeholders who will need to sign off on this piece?