Creative Brief

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?