

Creative Brief Template

Use this template as a guide to prepare your creative brief. Make any modifications necessary to suit your unique project requirements.

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| PROJECT NAME | |
| BACKGROUND | <p>Provide some background on your organisation.</p> <p>Describe why this project is important and how it came about.</p> <p>Highlight any market sensitivities or issues that need to be considered.</p> <p>Share details about the distribution process.</p> <p>Describe how the project's success will be measured.</p> |
| OBJECTIVE/S | <p>What outcome do you want as a result of this project?</p> <p>Relate your objectives to your target audience. Ensure your objectives are measurable.</p> |
| TARGET AUDIENCE | <p>Describe the primary audience, and any secondary audience or other stakeholders.</p> <p>Share any research if it exists.</p> |
| KEY MESSAGES | <p>Detail the key messages you need to share.</p> <p>Specify what call to action you want to get your audience to act.</p> |
| LOOK AND FEEL | <p>Specify the preferred style for your project.</p> <p>Explain how you want your project perceived. Be guided by your brand essence.</p> <p>What reaction do you want from your target audience?</p> |
| DELIVERABLES REQUIRED | <p>Be specific about what you need.</p> <p>Describe the finished product.</p> <p>Specify your material, quantity and distribution requirements or if any third party supplier needs to be sourced on your behalf.</p> <p>Do you need content written or will you supply it?</p> |
| IMAGES | <p>Do you want to incorporate images?</p> <p>If so, do you have any guidelines for what type of images to use?</p> <p>Specify if you will supply images or whether you need the designer to source them.</p> |
| MANDATORY INCLUSIONS | <p>Detail the information that must be included in your project.</p> |

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| | Advise if you require compliance with your brand identity and style guide. |
| COMPETITIVE ENVIRONMENT | Who are your competitors? If possible share examples of the projects that might compete with yours. |
| BUDGET | Define a budget or request a quote. |
| TIMEFRAME | State the preferred start date for the project. State the deadline for completion or any necessary timing milestones. Allow for internal approvals in your timeframe. |
| CONTACT DETAILS | Provide details of the person responsible for the brief. |