

CREATIVE BRIEF

INTRODUCTION

HELLO.

JOB NAME: _____

JOB #: _____

ACCOUNT MANAGER: _____

INTERNAL CLIENT: _____

DEADLINE: _____

END CLIENT: _____

BOTTOM LINE IT FOR ME

BOIL THE WHOLE THING DOWN TO 150 CHARACTERS OR FEWER

PRACTICAL REQUIREMENTS

WHAT IS THIS?

WHAT'S THE FINAL PRODUCT?

DEFINE THE FUNDAMENTALS: SHAPE, SIZE, COMPOSITION

	DIGITAL <input type="checkbox"/>	AUDIO <input type="checkbox"/>
	PRINT <input type="checkbox"/>	VIDEO <input type="checkbox"/>
	COPY <input type="checkbox"/>	

CONCEPT REQUIREMENTS

DEFINE THE SCOPE OF THE CONCEPT: HOW FAR DO WE NEED TO TAKE IT?

	DIGITAL <input type="checkbox"/>	AUDIO <input type="checkbox"/>
	PRINT <input type="checkbox"/>	VIDEO <input type="checkbox"/>
	COPY <input type="checkbox"/>	

WHAT ARE THE CONSTRAINTS?

BUDGET, TIMELINE, COMPLIANCE, ETC.

HOW WILL IT BE DELIVERED?

HTML EMAIL

WEB

PDF

USPS

BRANCH MAIL

OTHER _____

REFERENCE MATERIALS

PROVIDE ANY RELEVANT JOB NUMBERS OR REFERENCE MATERIALS; PLEASE INCLUDE ANY PHYSICAL SAMPLES WITH THE PRINTED BRIEF

CREATIVE REQUIREMENTS

HOW ARE WE GOING TO DO THIS?

	FAST										
FANCY	<table border="1" style="border-collapse: collapse;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>										CHEAP
	GOOD										

	FORMAL										
ON-BRAND	<table border="1" style="border-collapse: collapse;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>										UNIQUE
	CASUAL										

	SERIOUS										
EMOTIVE	<table border="1" style="border-collapse: collapse;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>										INFORMATIVE
	PLAYFUL										

	TECHNICAL										
COLORFUL	<table border="1" style="border-collapse: collapse;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>										CORPORATE
	HUMANIST										

WHAT'S THE TONE OF THE COPY?

WHAT'S THE VISUAL FEEL OF THE PROJECT?

NEW / ORIGINAL

EXISTING

INSPIRE ME!

GOT ANY GREAT IDEAS?

MARKETING REQUIREMENTS

WHY ARE WE GOING TO DO THIS?

BUSINESS OBJECTIVES

WHY ARE WE DOING THIS?

WHAT BACKGROUND DO WE HAVE FOR THE PROJECT?

HOW CAN WE LEVERAGE PAST SUCCESSES AND LEARNING OPPORTUNITIES?

WHAT'S THE MAIN MESSAGE?

WHAT BIG POINT DO WE WANT THE END CLIENT TO WALK AWAY WITH?

WHAT SUPPORT POINTS DO WE HAVE FOR THE MAIN MESSAGE?

PROVE IT.

COMPETITIVE ANALYSIS

WHAT'S THE OTHER GUY DOING?

WHAT DO WE WANT THE CONSUMER TO DO?

HOW WILL SUCCESS BE MEASURED?

INSIGHTS

WHAT OTHER INFORMATION CAN YOU PROVIDE TO HELP FACILITATE THE SUCCESSFUL EXECUTION OF THIS PROJECT?