



Creative Brief: Products and projects

Overview

Project overview

Logistics

What is the project name?

Who is the project leader and key contact on the client side? For the agency/creative team/vendor?

Are there key stakeholders that we should be aware of? Who are they? What is their role?

Budget for project

Objectives

Goals

What is the goal of the project?

What are the short-term and long-term goals?

Communication

What is the single most important thing we can communicate to achieve the objective? (A simple sentence(s) expressing a specific idea(s) — avoid generalities).

Audience

Who are we talking to?

Provide information on age, sex, demographics, psychographics; buying and usage habits; values, attitudes, lifestyles, occupation, online frequency? (*The more precise and detailed, the better*).

Key target audience insight

What insights do we have about them? What do they care about?

Current consumer beliefs, understanding, and barriers

What do they think about the brand, product, or service?

What barriers/negative perceptions will we need to overcome?

Desired action: What do we want them to think, feel, or do?

What is the most compelling thing we want the target to think after they experience the project? (*A concise statement of the effect the ad should have on consumers*).

Tone / Personality

What is the tone and overall personality traits the project must communicate?

What adjectives describe the way the website and company should be perceived?

What are some specific visual goals the site should convey?

Competitive positioning

What is the product position in the marketplace? (*For example, is it a leader, follower, new — explain*)?

Who is the competition in this space?

Which of the competitors is doing the best job of promoting its product and how is it done?

How is this product or service different from the competition?

What have they done poorly that we want to avoid?

How has the competition promoted their products?
What marketing and media channels are they using?

Content points

Describe the product or service's key features and benefits — include key supporting facts.

Describe the problem(s) in the industry that this product is going to solve.

List the actions that this product performs. (*For example, estimates income, analyzes marketplace, helps you manage accounts better*).

What specifically sets you apart from your competition?

When you first learned about this product, what sold you?

Industry-specific terms and/or buzzwords that will be included in the documentation — define them.

Strategy

How will you:

Achieve the objectives?

Convince the audience?

Convey the overall message?

Measure the success of the project?

Execution: Mandatory

Technology

Access speed, browser optimization, browser version (*This may refer to detailed use cases or technology requirements doc. High-level information is appropriate here*).

Legal

Trademarks, copyrights, taglines, artwork usage rights, logotypes, privacy policies, etc.

Brand

Any positive emotional attributes, or specific attributes you want this project/product to be associated with.

Other mandatory items

Any other important details?

Mandatory DO NOTS

Anything taboo?

Scope

What is the scope of the assignment?

What do we need? Integrated marketing campaign? Print collateral? Digital? Email? Social? Website? Application? Training?

Provide specific parameters for the problem the designer is going to solve. If this is a website, do you plan to publicize this project? How? When?

Future needs

Going forward

Do you anticipate any follow-up needs?

How often will a website be updated?

Is there an end date when this information will no longer be required?

Return on investment

Define success

What does success of this project look like?

How will we measure that success?

Are there specific revenue goals?

What KPIs that we want to hit?