



# Creative Brief

Before we can begin polishing your rough ideas into bright visual communication, we need a strong understanding of what you want to say. The goal of the creative brief is to get you thinking about your message, so just fill in what you can. We'll refer to it during our first meeting and throughout the design process.

Client Name \_\_\_\_\_

Project Name \_\_\_\_\_

## Tell us about your product/service.

How is it used in everyday application? \_\_\_\_\_

What is unique about your product/service? \_\_\_\_\_

## Who are your top three competitors?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

In what ways are your products/services superior? \_\_\_\_\_

## Who do you want to reach through this creative?

Gender \_\_\_\_\_

Age \_\_\_\_\_

Occupation \_\_\_\_\_

Salary \_\_\_\_\_

Geographic location \_\_\_\_\_

Hobbies \_\_\_\_\_

What do they already know about your product/service? \_\_\_\_\_

What motivates them? \_\_\_\_\_

## In order of importance, list five benefits the customer will get from your product/service.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

Examples:

Saves time.

Helps you lose weight.

Requires minimal effort.

Rarely needs replacing.

## What is the primary goal you want to achieve through this creative? Be specific.

Primary goal \_\_\_\_\_

Examples:

Gain new customers.

Educate patients.

Build brand loyalty.

Sell 2,000 widgets.

Motivate salespeople.

Upgrade the company image.

## If you could choose only one thing for the reader to remember about this creative, what would it be?

Key message \_\_\_\_\_

Examples:

I can trust the doctors here.

My donation will make a difference.

This program will save me money.

That product is famous for quality.

## What is the tone of your message?

Tone \_\_\_\_\_

Examples:

Playful and whimsical.

Gentle, caring, and comforting.

Masculine, no-frills utilitarian.

Rich, sophisticated and upscale.

Sense of urgency, fear of inaction.

Hi-tech and cutting edge.

## Name only one action you want the reader to take.

Call to action \_\_\_\_\_

Examples:

Stop into our store.

Call to place your order.

Visit our website for more information.

Complete and return this form.

## What are the limitations for this creative?

Budget \_\_\_\_\_

Timeline \_\_\_\_\_

Size \_\_\_\_\_

Distribution (ad, mail, handouts, display) \_\_\_\_\_

Lifespan \_\_\_\_\_

Your personal likes or dislikes \_\_\_\_\_

Other \_\_\_\_\_