

## **Creative Brief:**

Client Name:

Names of students working on the Creative Brief:

### **Background:**

Please summarize the history of the company.

Please describe the product/service your company provides.

What do they do well, what are they known for, why do people like them?

What is the company personality — what do the workers think of the company they work for?

Does the company or product/project/service have an established reputation or perception in the marketplace? What is their reputation?

### **The Audience:**

Who is the Primary Audience?

What do they believe before we tell them anything?

Is there a secondary audience or potential growth audience?

When and why would they interact with this company's product/service?

What do you want the audience to do: eg make a donation, contact you, and learn about you, become a loyal customer?

### **The competition:**

Who are the major competitors? (Find around 3-5)

What are they known for with their product/service?

What do they do well?

### **Miscellaneous:**

Are there other major points /thoughts you would you like to document about your client/their product/service?