

creative brief

This document provides a concise description of the project. It outlines the objectives, audience, and assumptions for the project and details the creative concept the team intends to use moving forward.

creative brief

the creative brief follows the client meeting

The Creative Brief is usually written after a meeting with the client where the information for the project is gathered. Often this meeting forces the client to think through details and aspects they may not have considered. You provide value to the client by helping them assess their needs and intentions.

Once it is created, the client reviews for accuracy and any adjustments are made. Basically it says, here's what we understand from you, do you agree? Have we missed anything? Once the client agrees to the Creative Brief it becomes the launching point and tool for all creatives working on the project.

- shows you understand the client
- awareness of their business model
- capture the intention with regard to image, look, tone
- a place to refer back to if anyone strays
- a working tool for designers, photogs, writers, as well as client

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what's in the creative brief?

A great deal of time and thought normally goes into this document. If something is missing or misunderstood at this point, the whole concept can be inappropriately developed and the project derailed--work will have to begin from scratch.

The following are key points normally covered in some way:

- background
- target audience/objectives
- competition
- positioning
- message
- deliverables/deadlines
- responsible parties for approvals

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background/research

- summary of the project
- History of the company
- personality and tone
- what does the company provide, what is it hoping to achieve
- current marketplace perception; goals for future

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target audience/research

- who is the primary audience? what are they about?
- secondary audience?
- is there a desired call-to-action? how big a priority is it? how best to achieve?

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objectives

- what are the objectives? how would you prioritize them?

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competition

- who are your competitors?
- what sets them apart?
- what makes you unique?
- what is your USP?
- unique selling proposition or sometimes unique value proposition?

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positioning

- where does your org fit into the marketplace?
- image?
- tone?
- re-branding?

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message

What one sentence would summarize the message that needs to be communicated?

Distills the strategy to one or two priorities. Such as:

- *We want to increase enrollment in the SCCA program by 20% over 2 years.*
- *We want to raise awareness of the Creative Academy on a national scale in order to enhance the status of our programs in the public eye.*
- *We want to be the 'cool' place to engage in creative projects.*
- *We want to attract talent to our state-of-the-art creative programs by communicating our competencies in preparing students to be career-ready upon graduation.*

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deliverables/deadlines

- what is the best way to reach the audience?
- what collateral?
- special design objectives?
- any mandatories?
- type, sized for mailings, particular fonts, logos, photos?

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responsible parties

- who will be communicating on an ongoing basis and for final approvals?
- who/what accountabilities?

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budget/estimates

May be detailed in another document or here. Itemize deliverables by cost/timing.

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the end