

Design/Creative Brief:

Name:

Date:

Project:

Background:

Please summarize the history of the company.

What is the company personality - what tone is appropriate for your organization?

Please describe the product/project./service your company provides.

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

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?

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

The competition:

Who are the competitors?

What sets your company apart from them?

Are there any key attributes of your product/service that is unique from your competitors?

Positioning:

How does your company fit into the marketplace? e.g. utilitarian or high brow

Do you want to reposition your company image within the marketplace?

The Message:

What's the benefits/selling features of your product/service?

If you could get one sentence through all the clutter, what would that be?

What other major points would you like to communicate? Is there a project message/theme?

The Medium:

What is the best way to reach this audience?

Are there other pieces that this piece must work with?

Are there any graphic standards and guidelines we must follow?

The Deadline:

When must we deliver the finished work?

Budget:

What is the budget for this project?