

CREATIVE BRIEFING DOCUMENT

DUE DATE: _____

PROJECT NAME: _____

JOB NUMBER: _____

BACKGROUND SUMMARY:

Who is the client and what is the product or service?

What are the strengths and weaknesses? Do we have a SWOT analysis?

OVERVIEW:

What exactly is the project?

What is the real opportunity here?

DRIVERS:

What is the goal of the project? What are we trying to achieve?

AUDIENCE:

Who are we talking to? (age, demographic and psychographic info)

What will make this more appealing to them?

What feelings and responses do we want to illicit from them?

COMPETITORS:

Who are they?

How are we different / better than them?

In what ways are they better than our client?

TONE:

How should we consider communicating?

What adjectives best describe the feeling we want to achieve?

MESSAGE:

In plain English, what are we trying to communicate? (What is the core message?)

VISUALS:

Do we have existing visuals we must use?

Do we have a visual style or approach to adhere to?

DETAILS:

What are the exact deliverables?

Include specifics on size, type, medium, schedule, delivery dates etc.

CLIENT CONTACT(S):

Provide name(s), phone and email

Who exactly will approve our work?

MILESTONES:

What are our dates for initial concept, presentation, client revisions and input, final presentation and delivery or launch.
