

# Creative Brief Template

Date:

Project Contact:

Project:

## **Background:**

Please summarize this program and what you hope to achieve:

How will you measure the success of this program?

## **The Audience:**

Who is the Primary Audience?

What, if anything, should be avoided in talking to this audience?

What, if anything, do they already believe?

Who is the secondary audience?

## **Objectives:**

What goals are you trying to achieve? Please list your objectives in priority order. (Be sure your goals are achievable, concrete, and measurable.)

- 1.
- 2.
- 3.

Can you suggest strategy or positioning to achieve the objective?

**The Message:**

Summarize your message in one sentence.

If they asked you to prove it, how would you do that?

What other major points do you want to communicate?

**The Medium:**

Prioritize what you believe are the three best ways to reach your target audience.

- 1.
- 2.
- 3.

Are there existing pieces that this piece must work with?

How will this piece be delivered to the audience?

**Anything Else:**

Any other design objectives or special circumstances?

Are there any mandates that must be in the piece?

**The Deadline:**

When must the message get to the audience for maximum effect? (i.e., deadlines, events, etc.)

When must we deliver the finished work?

**Budget:**

How much money do you have to spend on this project?

Has this budget been approved? By whom?

What quantities do you need to produce? (for printed pieces)

**The Responsible Parties:**

Who needs to sign off on final product?