**Creative Brief Template**

What is a Creative Brief?

The goal of the creative brief is to outline the company’s needs, audiences, the message to communicate, and expectations as clearly as possible. The brief rarely provides creative direction. It outlines the problem to be solved, expecting the designer to provide a creative solution.

A good creative brief should also provide any information on house style, corporate identity guidelines and company logos, fonts and house colors where they exist. It will include the ideas about budget.

Company’s creative briefs differ, depending on the type of project, but they always spell out expectations as clearly as possible and describe the audiences that have been targeted.

The most successful projects are those that answer all the points in the brief but take a new or unexpected form. In general, a creative brief for a traditional (meaning print) product launch will include the following:

**Background**:

The campaign I’m aiming towards, is the “Just do it” campaign. And I basically want to achieve some commerical and ad success with this campaign.

For the measure of sucess of this campaign, I want to make sure that it can reach the TV commericals & ad markets.

**The Audience**:

Who is the Primary Audience? **18 & Over.**

What should be avoided in talking to this audience? **There should be no misguided information and everything should be truthful and honset.**

What do they believe before we tell them anything?

**They’re scared of accomplishing goals and obstacles in their lifes, once we give them advice and encouragement to make them accomplish their goals and face their obstacles. It could benefit them.**

Who is the secondary audience?

**13-18 year olds.**

**Objectives**:

What objectives are you trying to achieve?

**I’m trying to achieve Market Expansion & Collaboration.**

What are the priorities of those objectives?

**The priorities of these Objectives are meant drive traffic toward the campaign and expand it successfully.**

Can you suggest strategy or positioning to achieve the objective?

**A strategy for achieving this project is to make sure you study the demographics in marketing and making sure you have the tools you need to work it up.**

**The Message**:

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

**Giving up is not an option.**

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

**I provide them examples are what happens if you give up when the obstacles in life get hard.**

What other major points do you want to communicate?

**I would communicate to them that you gotta keep your head up and don’t fear obstacles that you want to conquer.**

**The Medium**:

What is the best way to reach this audience?

**Through social media & advertising.**

Is there another way?

**Through letters & flyers.**

Are there existing pieces that this piece must work with?

**Mostly a flyer piece.**

How will this piece be delivered to the audience?

**By in person or online through email.**

**Anything Else**:

Any other design objectives or special circumstances?

**Mostly design objectives in Adobe Illustrator.**

Are there any mandatories that must be in the piece?

**Mostly just details of the project & the campaign.**

**The Deadline**:

When must the message get to the audience for maximum effect?

**The message needs to be read out that if anyone is struggling in life to overcome something. This project will be the opportunity to help them grow.**

(i.e. trade shows, events, product intro dates)

When must we deliver the finished work?

**Right on the end of January.**

**Budget**:

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

**$20**

Has this budget been approved? By whom?

**The campaign.**

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

**Ads & video advertisments.**

**The Responsible Parties**:

Who needs to sign off on final execution?

**The owner of the campaign must make sure to sign off before the audience enters.**