



The Creative Brief

The first step in a creative project is to draft a guide that sets the objectives and goals for us based on information gathered from preliminary discussions as a way to establish expectations. It gets everyone to buy into one vision, and more importantly, it determines the direction of the project.

Creative briefs also help to solve any misunderstandings before we all start getting to work. This document should clarify for everyone involved -- your creative team and most importantly you -- all the aspects of the project, the goals, and even the timeline.

The creative brief is the starting point from which every decision and movement made on the project should align with -- and that means it is also a type of "living" document. Campaigns and projects change, requirements are added or removed, and new insights are discovered. You can update this document as the project evolves to make sure everyone remains focused on the underlying issue and everyone knows their responsibilities.

While it's a good idea to go into detail, keep in mind that we don't want to go into so much detail that our brief becomes overwhelming. Make it informative but digestible. I typically like to keep each section within two or three sentences on average.

The following are a few of these key pieces of information our creative brief needs to include and questions it should answer.

1. Describe Your Company

Provide context and background information on our organization to help our creative team get a better understanding of who we are and what services we offer? Include any additional background material, that's not included on the website, that might be helpful, if there is any.

2. Summarize The Project

Describe what the project is, what it entails, and why we're doing it.

3. Explain Your Objectives

This is probably the most important part of the brief, and it's essential that we think through our strategy and objectives completely before we get the project underway. Why do we need this project? What are we hoping to achieve with it? What are our goals? Is there a problem we're trying to solve? How will we measure success? These details will help us understand our goals and come up with solutions that address them.

4. Define Your Target Audience

Who's our audience? Who are we trying to reach with this project or campaign? Share demographic information about who they are and any behavioral insights we may have on them.

5. Outline The Deliverables You Need

Let's list some of the applications for the message, or messages, we'll be creating.

6. Identify Your Competition

While we don't have any competition per se, we should discuss and include some examples of what other cities or regions are doing as a point of comparison. Trends in color and style that are successful, even if they're non related, examples of designs we like or even don't like.

7. Include Details On The Tone, Message, And Style

The style and tone should be consistent with our brand and will also hinge on what the project is, what we're trying to achieve, and what action we want your audience to take. To help inform the messaging and ensure it aligns with our objectives, let's be sure to include our strategic positioning and the key messages that need to be addressed. And also provide any other factors or requirements that might affect the creative direction.

8. Provide The Timing

If we have a timeline in mind for our project, include it in the brief. During our kickoff meeting, let's make sure to discuss the timeline and agree upon a completion date. It's also a good idea to talk about the overall creative process and discuss if edits and how many rounds of them are possible, and whether or not they're included, or if it's a fixed-price contract.

9. Specify Your Budget

If you have a set budget for the project let's talk it over and agree upon realistic expectations, deliverables, and project costs before getting started.

10. List The Key Stakeholders

List everyone within our organization needed to be included in the review process, provide their contact information. We can also include how we'd like to receive deliverables and provide feedback.