

CREATIVE BRIEF GUIDE

Project Description

Describes the project in detail and explains how it supports the marketing strategy, vision or mission.

Target Audience

Lists all audiences (primary and secondary) for the project. Gives as much information as possible to understand what makes these people make decisions. Could include demographics as well as psychographics—anything that helps us understand their personalities and behaviors. The more we know about them, the better we can communicate to them.

Key Message and Rationale

This is the most important part of the Creative Brief. If there is only one thing we can communicate to the audience(s), what is it? There can be secondary messages, but typically only one “key” message.

The rationale substantiates the message(s).

Marketing Situation

Why is this project being undertaken now? Who is our competition and what are they doing? Is the product or service unique or new? Anything else we should know about the current market?

Problems / Opportunities

What problems are currently being faced or what market opportunities are we trying to take advantage of?

Tone

This helps determine the overall look and feel of the communication. Is it light-hearted and friendly? High-tech? Serious and businesslike? Maybe fresh, energetic, and unpredictable?

Specifications / Mandatories

Are there regulatory or legal issues to be considered? Anything that must be included or avoided? For example, phone numbers; web address; copyright, trade or registration marks, corporate graphic standards?

Desired Results

What do we want the target audience(s) to do or think? How will the results of this project be measured and evaluated?