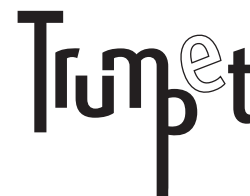


The Creative Brief.
Listen. Learn. Question.
Then create.



Client

Contact details

Information about your business/service/product and USP

What background info is relevant? What are the benefits and features of your product or service? What makes your business truly unique?

Brand personality and tone of voice What tone of voice will the target audience best react to?

Brand ambition Where do you want your product or service to be in the mind of the target audience?

Objective Why do you need my help? How will you measure success?

Tagline What are the key points that need to be communicated?

Target audience Mindset that unites the complete target audience. If possible, try to describe a person you know. What is the most relevant desire, need, hope or fear held by target audience that your business can address?

Budget A ballpark idea of budget sets the parameters for how much time I have to work with. Are other resources required?

Schedule This schedule should include design presentations, client feedback, content delivery and approval dates.

Competitors and business challenges Understanding what the competition can offer will provide a clearer picture of where your product or service stands in the market. List main business challenges.

Practical considerations and additional information List all elements that need to be included. Are there restrictions of any kind, like certain colours that can't be used etc?