**Creative Brief Template**

**Project Name:** [insert project name]

**Version:** #

**Date:** mm/dd/yyyy

**Overview**

Provide a brief description of project and the expected deliverables.

**Tip:** Keep this overview to just 1 or 2 paragraphs as this is the creative brief only. Additional details can be referenced in the Resources section.

**Objectives**

List 2-3 desired outcomes and strategies for success. Include measurable results when possible.

**Schedule and Budget**

Identify the target due date for the finished project and any event date driving completion.

Include major milestones or checkpoint dates that occur during the creative and production process.

Provide budget information for the project as appropriate.

**Target Audiences**

Target audience is the most important part of the creative brief. Describe the target audience and all relevant characteristics that will help “put you in the audience’s shoes”.

Provide the following types of audience information:

* *Audience types* – relevant industry, market segment description
* *Buyer types* – relevant description of individuals by role business decision maker, technical buyer, marketing, sales, etc.
* *Key motivations* – What makes them act? What emotion can we connect with?
* *Key issues* – What are their problems that we can solve?
* *Characteristics* – Where do they access information? What types of media do they consume?
* *Demographics* – gender, age, etc.

**Tip:** Provide persona profiles if you have them developed. Personas can flesh out valuable target audience information in a personal way and can create a common language for your project team.

**Key Messages**

Present information that can be used in developing the creative.

* Value proposition
* Benefits and features
* Facts and proof points – research by a credible 3rd party, major milestones
* Testimonials, case study examples

**Tip:** Be careful to not be too prescriptive. Telling a creative team or agency exactly what you want creatively may not get you outstanding results. Let them be creative. You should provide supporting material that can be helpful to your creative team or agency.

**Call to Action**

What action do you want the audience to take?

Where do they go or click? What is the experience?

**Creative Considerations**

Identify any requirements and brand considerations that impact format, copy, and visual elements, including:

* Format – web, print, video, sound
* Layout – considerations in accordance to your brand guidelines
* Tone – personality or voice that resonates with the audience or as required in accordance to brand guidelines
* Visual – color palette, typography, graphics, photography, logos, icons
* Localization – any language or regional considerations or requirements

**Testing Considerations**

Provide any A/B split testing or other testing requirements.

**Tip:** Testing considerations should focus on 1 or 2 elements only. Multi-variate testing can be difficult for a creative team or agency to consider. Plus, testing can dramatically multiply the number of deliverables required to be produced.

**Resources**

Link to additional resources and reference materials that can be researched during creative development, including:

* Brand guidelines
* Existing source materials and content, including business plans, technical documentation, research, websites, and previous campaign collateral.
* Competitive analysis and examples
* Benchmarks or best of breed comparable examples
* Legal considerations