

CREATIVE BRIEF

1. Background Summary:

- Who is the client?
- What is the product or service? What are the strengths, weaknesses, opportunities and threats (or *SWOTs*) involved with this product or service?
- Are there existing research, reports and other documents that help you understand the situation?

2. Overview:

- What is the project?
- What are we designing and why?
- Why do we need this project?
- What's the opportunity?

3. Drivers:

- What is our goal for this project?
- What are we trying to achieve?
- What is the purpose of our work?
- What are our top three objectives?

4. Audience:

- Who are we talking to?
- What do they think of us?
- Why should they care?

5. Competitors:

- Who is the competition?
- What are they telling the audience that we should be telling them?
- *SWOT* analysis on them?
- What differentiates us from them?

6. Tone:

- How should we be communicating?
- What adjectives describe the feeling or approach?

7. Message:

- What are we saying with this piece exactly?

- Are the words already developed or do we need to develop them?
- What do we want audiences to take away?

8. Visuals:

- Are we developing new images or picking up existing ones?
- If we are creating them, who/what/where are we photographing or illustrating?
- And why?

9. Details:

- Any mandatory information that must be included?
- List of deliverables?
- Preconceived ideas?
- Format parameters?
- Limitations and restrictions?
- Timeline, schedule, budget?

10. People:

- Who are we reporting to?
- Who exactly is approving this work?
- Who needs to be informed of our progress?
- By what means?