

Creative Brief

In the best cases, a creative brief is a document created through initial meetings, interviews, readings and discussions between a client and designer before any work begins. Throughout the project, the creative brief continues to inform and guide the work.

Project Number	FA18-001	Project Name	New Event coming!
Client Information	LPC Theater Titian Lish 888.888.8888 email@email.com	Project Manager	Yechezkel Pwyll 888.888.8888 emai@email.com
Design Team:	Name, Art Director Name, Designer Name, Project Manager Name, Production Artist		

Project Description

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

Example: P&G is launching a new line of household cleaning products under the brand name, "O Earth". The marketing problem is the rapid rise of brands like Method that are capturing a younger market. Our business goal, therefore, is to create a product line that will appeal to this generation of new consumers

Objective

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?

Example: The primary objective is to persuade the audience to buy and use O Earth laundry detergent, as well as to create and characterize this new brand.

Audience:

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

Example: We are looking primarily at urban women, 18 - 34, with household incomes over 50K per year. But the most important fact about this audience is that it is evolving, with race and ethnicity reflecting the increasing diversity of the US population. The magic word is "multicultural." We are not talking to white suburban housewives.

Focus:

What's the most important thing to say and how?

Example: O Earth liquid laundry detergent uses a new, plant based chemistry that aggressively targets and removes dirt, stains and grease - with zero harm to the environment.

Reasons Why

what are the most compelling reasons to believe, to try, to buy?

List the rational and emotional reasons for consumers to believe what you say, to try the product, to buy the service. Include all major copy points and visual evidence listed in order of relative importance to the consumer

Tone:

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

Type information here

Message (Client Copy)

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?

Type information here

Visuals

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

Type information here

Additional Notes/Details

Place any additional notes here

Deliverables

Here you can provide details on media, sizes, client presentation requirements even production specs - all depending on the project.

Description	Specs	Notes	Due Date
Poster	11x17 / Color / .25" border	Will be sent to copy cente	11/11/17

Schedule:

What do we need from the creative team, and when do we need it?

Date	Description	For whom?	Sign Off
1/1/01	Initial Client Meeting	Clients, CD, AD, Designer	
	Creative Meeting	CD, AD, Designer	
	Creative Team Internal Presentation	CD, AD, Designer	

	Creative Team Internal AD approval	AD, Designer	
	First Round Client Review	Clients	
	Client Feedback Meeting	AD, Designer, CGA	
	Second Round Client Review	Clients	
	Second round Client Feedback	AD, Designer, CGA	
	Final Design Approval	Clients	
	Receive Final Approval	Clients	
	Production round	CGA	
	Final Client Approval	Clients	
	Archive, Clean up	CGA	