

Creative Brief

When working with a creative team, you can save time and money by providing as much direction as possible in writing - and then letting them do their job of being creative within those guidelines. Projects tend to go over budget when we are not clear on what we want and we spend a lot of time going back and forth with changes. So, please review this form and complete your Creative Brief with as much information and direction as you can provide. You will absolutely have the opportunity to make changes and give input throughout the process - but let's get off to a great start by getting clear on what you want. It will take some time to complete the document thoughtfully, but it will save you time in the long run and help ensure that your creative team understands your goals.

Name:

Address:

Email:

Phone:

Name of project:

Description of project:

Description of target audience (gender, age, geographic location if applicable, etc.):

What is your ideal client/customer's problem or challenge?

How does your product/service solve this problem or challenge? Describe the benefits that the client/customer receives.

What makes your product unique and better than the competition? Provide competitor information if applicable.

What are the key features of your product or service?

What are the objections or obstacles/barriers your client/customer may experience in purchasing your product/service?

If you had to pick ONE KEY message you want to convey, what would it be?

What is the goal/objective of this creative project?

What is the Call to Action - what do you want the client/customer to DO as a result of this project?

Things you want to AVOID:

(If you have seen samples of similar projects you like or don't like, please provide those to the creative team for reference)

Deadline or description of timeline:

Budget:

Specs if applicable (Quantity, Size, etc.):

Color preferences (if any):

Suggested fonts (if any):

Company tagline:

Company description or owner bio:

Your website URL:

Your website admin login and password:

Your website host login and password:

Your email marketing solution (if applicable) and login/password information:

Please attach any approved images or links to approved images for this job.

Any other pertinent information you want to share:

Please email this completed form and any attachments to support@theresaceniccola.com

International
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Network