



CREATIVE BRIEF TEMPLATE

BUSINESS NAME: _____

CONTACT NAME: _____

PHONE NUMBER: _____ EMAIL: _____

WEBSITE: _____

PURPOSE OF THE BRIEF: [insert the purpose here]

DESIRED OUTCOME (What does success look like? Be as specific as possible)

BUSINESS AND INDUSTRY BACKGROUND

BUSINESS

What does your business do? [insert a summary of what your business does and the value it offers]

What are the main product / services you offer? [provide details of your main products or services]

Challenges and opportunities in your industry? [identify challenges]

Who are your main competitors? [list your main competitors and links to their websites]

UNIQUE SELLING PROPOSITION

What sets you apart from your competitors? [why should customers choose you over your competitors? How are you different?]

YOUR CUSTOMERS

Who are your target customers? [be as specific as possible]

Describe your perfect customer. [describe your perfect customer as a real person – their attributes, demographic information, likes / dislikes, interests, worries.]

Why would that perfect customer want/need you? [what need or challenge are you solving for them?]

What are your brand values? [What is important to you and your brand – the non-negotiables].

What is your brand's personality? [Describe it as if you were describing a person].

What tone should your brand use? [how should your communication come across?]

What are your existing visual assets? [Logos, website design, images etc].

PROJECT DETAILS

What are the deliverables for this project? [eg what should be delivered and in what formats?]

Desired functionality and specifications [especially for web design and technical briefs – what does the solution have to do]
