

the CREATIVE BRIEF

# Project Info

Client information: focus person & contacts

Project title

Team members

# Channels Of Communication

Posters, logo, billboard, film,  
TV broadcast, leaflets, booklet, online

Will the  
Material Need  
to be  
Pre-Tested?

# Placement of Communication

Where will we use the materials? Is this for public display? Is it for internal use?

Deadline

# Communications Strategy

Project Description/Overview

Target Audience

Past Research

Barriers of Communication

Campaign (Project) Energy/Tone

Other Important Details

# Project Description/Overview

Project Introduction

Project Objective

# Target Audience

Age(s) / Sex

Demography

Attitudes/Characteristics

## Past Research

Is there past research information that is important?

# Barriers of Communication

Perceptual, physical and social barriers

What can be done to get past the barriers?

## Project Energy/Tone

Energy/Tone Description: Optimistic,  
Authoritative, Formal, Informal, Friendly,  
Serious, Youthful, Energetic

Reasoning behind chosen energy/tone

## Other Important Details

Elements required to be included in materials: logos, addresses, etc

Other important details

Corporate interests

A good Creative Brief is essential for creating successful advertising materials/campaigns. Too often, we give verbal briefs in the rush to get something done, only to find out later it has actually cost us extra time and money.