

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.