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.