

# Creative brief

## CREATIVE BRIEF

Client: \_\_\_\_\_ Project: \_\_\_\_\_  
Date: \_\_\_\_\_ Owner (client side): \_\_\_\_\_

1. What are we making? (deliverables, sizes, quantity, formats)

\_\_\_\_\_

2. Why now? What is the business reason?

\_\_\_\_\_

3. Who is it for? (audience, where they see it, what they think)

\_\_\_\_\_

4. What is the single message?

\_\_\_\_\_

5. What do we want them to do?

\_\_\_\_\_

6. Tone and feel – three adjectives, plus one thing to avoid

\_\_\_\_\_

7. What is fixed? (brand, colours, fonts, legal text, formats)

\_\_\_\_\_

\_\_\_\_\_

8. What exists already? (previous versions, things they hated)

\_\_\_\_\_

9. Success and approval

How we will judge it: \_\_\_\_\_

Who approves: \_\_\_\_\_ Who else must see it  
first: \_\_\_\_\_

10. Practicalities

Deadline: \_\_\_\_\_ Budget: \_\_\_\_\_

Rounds included: \_\_\_\_\_ Delivery format: \_\_\_\_\_