

CREATIVE BRIEF

Writing a creative brief can be a daunting process but it is an extremely important one. It is a key planning tool that helps us extract the right information to then focus in on the right areas and create an effective and targeted solution. It also provides a point of reference to assess the concepts and visuals by continually going back to the brief to ensure all aspects have been met. The framework below can be used for creating and developing any creative project or campaign.

Background

Outline the background of your company and its products and services. Give an explanation as to why you are undertaking the project and describe what it is that you would like to produce.

Aims and objectives

What is the aim of the creative project? Are you launching a new product, reinventing yourself or are you creating awareness? What objectives and outcomes do you want to achieve? What do you want to communicate or gain?

Primary audience

Who is the target market and what sort of people are they? What are their tastes, attitudes and beliefs?

Competition

Who are the direct competitors? Will they affect this project? What makes you different from them? Research and provide some info - websites are always a good source.

Format

In what format would you like to deliver the message? Where will you be delivering the message? This will relate back to the audience. Will it be press advertising, website or a direct mail campaign? Or will you be handing out flyers or brochures at a trade show? How much information do you need to communicate? This will help determine the most appropriate size and format.

Style

Is there a certain look or theme you would like to see? Adjectives are a great way to help the designer nail the style. For example, BMW might have adjectives like "stylish, quality, precision, trustworthy, luxury, timeless, unique, superior, reliable, inspirational".

Quantity

If working on a print campaign, how many will you require? This will have an impact on print method, design and budget.

Copy

Will you be supplying the copy or will you require professional copywriting services? Is there any mandatory information that should be included legally?

Images

Do you have images available or do you require stock library images or custom photography?

Budget

Do you have a budget for the project? This doesn't have to be disclosed but providing this information to your designer prevents wasting time exploring concepts that may not be financially viable.

Timings

What is the deadline for the project? It is important to allow enough time for research, concept development, design, proofing and production.

Contact

Provide the name and contact details of the project coordinator. It is beneficial to have a single point of contact to ensure effective communication throughout the project.