Creative Brief Template

If you're looking for a way to enhance your productivity and spark some original ideas, try writing everything by hand. Research has shown that the act of handwriting can improve creativity, memory and cognition. Additionally, it eliminates the potential for digital errors or data loss.

# Background Check

To collect information about your brand and product.

### Describe the brand

### Describe the product, including SWOT (strengths, weaknesses, opportunities, and threats) analysis

### Review any existing research, reports, or other documents that can help understand the situation

# The Project Overview

To nail fundamental objectives right from the start.

### Define the project

### Define the deliverables

### Explain why is the project necessary

### Identify the opportunity

# The Driving Forces

The drivers that keep your project on track.

### Define the goal of this project

### List down what we want to achieve

### Explain the purpose of our work

### Identify the top three objectives

# Know Your Audience

To find your target market and what they really want.

### Identify the target audience

### Analyze their perception of our brand

### Explain why they should care about our message

# I.D. the Competition

To outperform your rivals and differentiate your brand.

### Identify the competition

### Analyze what they are telling the audience that we should

### Conduct SWOT analysis of the competition

### Highlight what sets us apart from the competition

# Define Your Message

To attract loyal customers with clarity and confidence.

### Define the key message for this project

### Identify if the words have been developed or need to be developed

### Explain what we want the audience to take away from this message

# Develop Your Tone

To deliver your message on point.

### Define the communication tone for this project

### Choose adjectives that describe the feeling or approach

# The Visual Strategy

To deliver your message on all touchpoints in a consistent way.

### Determine if new visuals need to be created

### Identify the deliverables (Photos, Graphics, Illustrations)

### Explain why these visuals have been chosen

# The Framework

To make sure to get it all done on time and within budget.

### Identify mandatory or legal information that must be included

### List all deliverables for this project

### Explain in detail any relevant preconceived ideas

### Define the format parameters for the deliverables and other results

### Mention any limitations or restrictions

### Set timeline, schedule, and budget

# Team and Communication

To keep everyone on the same page.

### Identify who we are reporting to on all teams

### Determine who exactly will approve this work

### Mention who needs to be informed of our progress and how

### Define the means of communication as well as the channel and tools