



Creative Brief

OVERVIEW

Give a short description of the project and its purpose

DELIVERABLES

List all the deliverables of the project

PRIMARY AUDIENCES

List the audiences that this project is targeting, and how they will engage with the piece.

What does your audience care about when considering your product?

POSITIONING

List your closest competitors.

How is your product different to your competitors'?

How is your industry perceived?

How is your company or product perceived?



CHARISMA
CREATIVE MARKETING SOLUTIONS

MESSAGES

What is the single most important message you want your audience to get from this piece?

What other messages do you hope to communicate?

TONE

Describe the tone of the writing and the imagery; the feelings you are trying to evoke; and the impression you hope to convey. Is it formal? Sophisticated? Casual? Funny? Shocking?

IMAGERY

Are there any special notes that need to be made about the type of imagery to be used?

SCHEDULE

List the dates that each component needs to deliver (list major milestones: when files need to be sent to press, when printed pieces need to ship, when they need to arrive ... etc.) Attach a timeline or calendar if that is how your team works.