



CREATIVE BRIEF

1. Introduction

Please outline any key dates and names, contact details and roles of people who will be involved in the project.

2. Your company

Describe the organisation's background, its vision, mission and any USPs. How did you arrive where you are today? Have any previous projects have taken place?

3. Project overview

Please provide details about the project. What problems are we solving? What do you hope to achieve? What are the desired outcomes? What is success and how will you measure it?

4. Target audience

Describe the target market segments (primary and secondary).

5. Competitors

Who are you competing against? What differentiates them/you?

6. Core message

What are the key impressions you want to make?

7. Design features

Have you seen something you like or aspire to be like? Do you prefer a certain style of photography, icons or illustration? Supply links for reference where possible.

8. Key deliverables

Please list the final items required e.g logo, website, business cards, including any specific sizes or specifications.

9. Anything else?

Please include any other relevant information, data or thoughts that could influence the project or design.

10. Budget

By letting me know your budget, I can figure out the best possible solution within your price range and I won't waste your time working up a response that is way too expensive.
