

Creative Brief



How to use this document...

Firstly, don't panic! It's not a test. You won't be graded. And you can't possibly fail.

This document is designed to get you thinking about...

- o Your business ("what you do")
- o Your customers ("who they are")
- o Your relationship with your customers ("how do we help them?")

And as a result we find the best way we can help your brand.

Secondly, you don't have to answer all the questions. You don't have to answer them all in order. You don't even have to answer them all in the spaces provided (although if you do, it would definitely help).

"Why so many questions? Can't you just figure it out?"

In short, no. You might have been doing what you do all your life. But we have no idea how your business works. Your situation is unique. These questions will help us understand exactly what you do – and how we can create a solution that's specific to you.

How long will it take?

As long as you like (but probably less than an hour).

There are just a few questions here. Take 15 minutes, 30 minutes, take an hour. Take as long as you need. Not sure about something? Consult your team or leave the question blank and we will discuss later. Just don't spend too long searching for answers – they don't have to be perfect. Your answers go a long way in providing us a lense into who you are and what exactly you are looking for. Just give us ideas. It will help us help you.

Ready?

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Tone:

What adjectives describe the approach? How do you want your audience to feel about your company/product/service?

If your business was a person, who would they be?

i.e. Steve Jobs, Barack Obama, Don Draper, A 37 year old man in a suit, a 27 year old hipster, etc.

Visuals:

What design elements do you want to include? Do you like/dislike any colors or styles? Examples?

Do you have any visuals in place? Ie. styleguides, pervious pieces.

Timeline, Schedule, & budget:

When do you need things done? Is it a flexible timeline? What is your budget?

Additional Info:

Now we've got you thinking! is there anything else you think we need to know?