**Marketing Creative Brief**

**Let’s get started with basic facts about your marketing project.**

|  |  |
| --- | --- |
| Today’s Date |  |

|  |  |
| --- | --- |
| Requesting Department |  |
| Project Name |  |
| Project Type (Data Sheet, Infographic, Ad, Web Page, etc) |  |
| Project Specifications (Dimensions, Full Color, B&W) |  |

**Who is approving and reviewing this project?**

|  |  |
| --- | --- |
| Who needs to be involved in the internal review? |  |
| Who needs to have the final say for internal approval? |  |
| Are there partners that need to approve the piece? |  |

**Help us understand what you are trying to achieve with this project.**

* **What is your main objective of this piece? What are you trying to solve/answer/promote?**
* **Where is this piece going to be used? (website, handout, retail promotion, etc)**
* **Who is this piece trying to target? Who is the audience?**
* **Are there specific ideas you would like to communicate in this piece?**
* **Are there specific things you would like us to stay away from (content or design) in this piece? (The goal here is for us to get ahead of, “I don’t care for that…”)**
* **What is the overall tone of this piece? Consider the audience to decide if the tone should be casual, professional, friendly, etc…**
* **Do you have existing examples marketing can reference when creating this piece?**
* **What can you share about the audience that would be helpful to keep in mind when creating this piece?**
* **What is the primary brand? EZShield, Partner or other.**
* **Does this piece need another marketing piec to support it such as a landing page? If so, please create a separate Creative Brief for that supporting piece.**
* **If this piece is for a partner, do you have the partner’s brand guides?**
* **Please add all known requirements about this project that have not been covered above.**

*Please go to page 3 for due dates and time frames.*

**Help us understand when you need the final and approved Marketing file.**

This creative brief is written with the understanding that each request is different in scope. For example, if requesting two Data Sheets, each data sheet requires a separate creative brief. Since nothing is black and white, see Marketing for help with understanding timelines and with any questions. Use this as a guide to express your own expectations and those of our partners.

**Choose A or B below:**

1. Update to existing Marketing? *If “Yes,” Select the best row in Chart A*
2. Create a new Marketing piece. *If “Yes,” select the best row in Chart B*

**Chart A: Update to Existing Marketing Document**

|  |  |
| --- | --- |
|  | **Quick Revision.** Expect 1-5 days turnaround, per document, from a final creative brief depending on need and other priorites. |
|  | **Medium to Large overhaul.** Expect 1-3 weeks turnaround, per document, from a final creative brief depending on need and other priorites. |

**Chart B: Creation of new Marketing Document.**

|  |  |
| --- | --- |
|  | **The standard amount of time is fine.** 3 weeks from submission, per document: 1 week for content creation and approvals and 2 weeks for outsourced design. |
|  | **I need this quickly.** 2 weeks from submission, per document: 1 week for content creation and approvals plus 1 week for outsourced design with extra charge for rush. Executive approval needed. Other priorities will possibly shift to meet due date. |
|  | **This project is important to the business.** 8 business days from submission, per document: 4 days for content creation and approval and 4 days for rushed design. Quality will be decreased, internally created. Executive approval needed. Other priorities will shift to meet due date. |
|  | **This project is a critical business emergency.** Less than 8 business days, per document. Executive approval needed. Priorites will shift, quality of final product will be affected. |

**According to this timeline, what is your due date? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**