

Creative Brief

PURPOSE

Yes, client homework sucks and we get it, BUT this is your chance to set your intentions and share more about your business so that our team is set up for success when delivering the final project. This document will help guide all aspects of creativity and will help to clarify the direction for the target market, key messaging and desired results.

Answer these questions as accurately as possible for us (and yourself) to ensure we're heading down the right path together with our branding/marketing strategy.

Once established, we will dive into the creative process and start conceptualizing ideas. These ideas will be refined and groomed until they are compelling and effective design solutions for your business.

COMPANY NAME

PROJECT LEAD

1. BACKGROUND

Please provide an overall description of your brand and the services/products you offer:

2. OBJECTIVES

What would you like to achieve at the end of the project?

3. KEY MESSAGING

How would you like your brand to be perceived?

4. ADVANTAGE

What is your competitive advantage?

7. COMPETITION

Who would you consider your main competition?

5. PERSONALITY

What keywords best describe your brand?

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> PROGRESSIVE | <input type="checkbox"/> TRADITIONAL |
| <input type="checkbox"/> EDGY | <input type="checkbox"/> ESTABLISHED |
| <input type="checkbox"/> FUN | <input type="checkbox"/> SERIOUS |
| <input type="checkbox"/> UNIQUE | <input type="checkbox"/> MAINSTREAM |
| <input type="checkbox"/> DEPENDABLE | <input type="checkbox"/> STRONG |

OTHER:

7. CREATIVE CONSIDERATIONS

Is there anything that must be included?

Are there colours, imagery, etc. that should be avoided?

6. TARGETING

Who is your primary and secondary audience?

8. ADDITIONAL INPUT

Is there anything else that would be helpful to know?