**Resource Guide for Completing the Creative Brief**

# 1. Brand Overview

**Company/Organization Name:**

* What name best represents your project's mission and values? (e.g., "TechGuardian" for a cybersecurity solution, "EcoRoute" for an environmentally friendly logistics app)

**Industry/Sector:**

* Which industry or sector does your project belong to? (e.g., FinTech, EdTech, HealthTech)

**Mission Statement:**

* What is the main goal of your project? (e.g., "To simplify personal finance management for young professionals," "To enhance online learning through interactive tools")

**Brand History:**

* How and why was your project started? What inspired it? (e.g., "Founded by a group of students passionate about sustainable technology," "Started as a capstone project to solve a common problem in e-commerce")

**Core Values:**

* What principles guide your project? (e.g., Innovation, User Empowerment, Security, Accessibility)

**Target Audience:**

* Who will use your project? (e.g., "College students seeking affordable housing," "Small business owners managing inventory")

### **2. Brand Identity**

**Brand Essence:**

* In one or two words, what is the core of your brand? (e.g., "Trustworthy partner," "Efficient solution")

**Key Attributes to Communicate:**

* What qualities do you want people to associate with your brand?
* User-friendly interface (e.g., easy to navigate, simple design)
* Cutting-edge technology (e.g., using the latest AI techniques)
* Reliability (e.g., high uptime, secure)

**Emotional Response to Evoke:**

* How should users feel when they interact with your product? (e.g., Confident, Empowered, Reassured)

**Visual Style Direction:**

* What should your brand look like? (e.g., "Minimalistic and modern," "Colorful and energetic")

**Brand Voice and Tone:**

* How should your brand 'speak' to users? (e.g., "Professional but approachable," "Clear and straightforward")

**Brand Personality:**

* If your brand were a person, how would you describe them? (e.g., "Innovative and knowledgeable," "Friendly and supportive")

### **3. Product/Service Information**

**Main Offerings:**

* What are the key features or services your project provides?
* Mobile app (e.g., for managing finances, tracking fitness)
* Web platform (e.g., for online learning, e-commerce)
* Hardware integration (e.g., wearable devices, IoT-enabled systems)

**Unique Selling Proposition (USP):**

* What makes your project stand out from competitors? (e.g., "The only budgeting app with integrated voice commands," "A fitness tracker that customizes workouts based on real-time data")

**Key Benefits:**

* What do users gain from your project? (e.g., "Save time," "Improve accuracy," "Gain insights")

### **4. Market Analysis**

**Competitors:**

* Who are your main competitors? (e.g., "Other language learning apps," "Traditional accounting software")

**Market Position:**

* Where does your project fit in the market? (e.g., "A premium product for tech-savvy users," "A budget-friendly alternative for small businesses")

**SWOT Analysis:**

* Strengths: What does your project do well? (e.g., "High data accuracy," "User-friendly design")
* Weaknesses: What challenges does your project face? (e.g., "Limited market awareness," "High development costs")
* Opportunities: What external factors could help your project grow? (e.g., "Growing demand for remote work tools," "Increased interest in sustainability")
* Threats: What external risks could harm your project? (e.g., "Emerging competitors," "Changing regulations")

### **5. Campaign Briefs (3 options)**

**Campaign Option 1**

**Objective:**

* What is the main goal of this campaign? (e.g., "Increase app downloads," "Raise awareness of new features")

**Target Audience:**

* Who is this campaign targeting? (e.g., "Young professionals," "Tech enthusiasts")

**Key Message:**

* What is the central message of the campaign? (e.g., "Simplify your life with our app," "Experience the future of tech")

**Desired Outcome:**

* What do you hope to achieve? (e.g., "100,000 app downloads in the first month," "20% increase in website traffic")

**Tone and Style:**

* How should the campaign feel? (e.g., "Energetic and inspiring," "Informative and trustworthy")

**Specific Requirements:**

* Any particular elements needed? (e.g., "Showcase the app interface," "Emphasize the ease of use")

### **6. Design Requirements**

**Logo and Branding Guidelines:**

* What should the logo and branding convey about your project? (e.g., "Modern and sleek," "Fun and accessible")

**Product Packaging:**

* If applicable, what are the packaging needs? (e.g., "Design for a mobile app box," "Packaging for a wearable device")

**Print Deliverables:**

* What print materials are needed for the campaign? (e.g., "Posters, brochures")

**Digital Deliverables:**

* What digital materials are needed for the campaign? (e.g., "Social media ads, email templates")

**Multipage Layout:**

* What type of multipage layout is required? (e.g., "User guide, product catalog")