### Creative Brief Template

# Brand Overview

**Company/Organization Name:** *Fill in the name of the company or organization.*

**Industry/Sector:** *Specify the industry or sector.*

**Mission Statement:** *Provide the mission statement that reflects the brand's purpose.*

**Brand History:** *Briefly describe the brand's history, including its founding and key milestones.*

**Core Values:** *List the core values that define the brand.*

**Target Audience:** *Define the target audience, including demographic information such as age, interests, and needs.*

# 2. Brand Identity

**Brand Essence:** *Summarize the core idea or essence of the brand.*

**Key Attributes to Communicate:** *Identify the key attributes the brand wants to communicate.*

**Emotional Response to Evoke:** *Describe the emotional response the brand aims to evoke in its audience.*

**Visual Style Direction:** *Provide a brief description of the visual style that should be reflected in the design.*

**Brand Voice and Tone:** *Define the voice and tone of the brand's communication.*

**Brand Personality:** *Describe the brand's personality traits.*

# 3. Product/Service Information

**Main Offerings:** *List the main products or services offered by the brand.*

**Unique Selling Proposition (USP):** *Explain what makes the brand's offerings unique compared to competitors.*

**Key Benefits:** *Highlight the key benefits provided by the products or services.*

# 4. Market Analysis

**Competitors:** *Identify key competitors in the market.*

**Market Position:** *Describe the brand's position within the market (e.g., premium, mid-range, etc.).*

**SWOT Analysis:**

* **Strengths:** *List the brand's strengths.*
* **Weaknesses:** *List the brand's weaknesses.*
* **Opportunities:** *List the market opportunities.*
* **Threats:** *List potential threats to the brand.*

# 5. Campaign Briefs (3 Options)

### Campaign Option 1

* **Objective:** *State the main objective of the campaign.*
* **Target Audience:** *Specify the target audience for this campaign.*
* **Key Message:** *Summarize the key message to be communicated.*
* **Desired Outcome:** *Define the desired outcome or goal of the campaign.*
* **Tone and Style:** *Describe the tone and style of the campaign.*
* **Specific Requirements:** *List any specific design or content requirements.*

### Campaign Option 2

* **Objective:** *State the main objective of the campaign.*
* **Target Audience:** *Specify the target audience for this campaign.*
* **Key Message:** *Summarize the key message to be communicated.*
* **Desired Outcome:** *Define the desired outcome or goal of the campaign.*
* **Tone and Style:** *Describe the tone and style of the campaign.*
* **Specific Requirements:** *List any specific design or content requirements.*

### Campaign Option 3

* **Objective:** *State the main objective of the campaign.*
* **Target Audience:** *Specify the target audience for this campaign.*
* **Key Message:** *Summarize the key message to be communicated.*
* **Desired Outcome:** *Define the desired outcome or goal of the campaign.*
* **Tone and Style:** *Describe the tone and style of the campaign.*
* **Specific Requirements:** *List any specific design or content requirements.*

### 6. Design Requirements

**Logo and Branding Guidelines:** *Provide details on the logo and branding guidelines to be developed.*

**Product Packaging:** *Describe the product packaging design requirements.*

**Print Deliverables:** *Specify the two print items to be designed for the chosen campaign.*

**Digital Deliverables:** *Specify the two digital items to be created for the chosen campaign.*

**Multipage Layout:** *Define the multipage layout requirements, including the number of pages and format (printed or digital).*