Creative Briefing Questionnaire

Have anyone who can impact the project answer the following questions. This allows everyone to officially provide input, and aids buy-in later in the creative process. Briefings like this will help a designer sell their ideas and get approvals.

1. Background Summary

- Who is the client? What is the product or service?
- What is the cost of the product/service? Is it luxury or mass market?
- What are their strengths, weaknesses, opportunities, and threats (SWOT).
- What does this client value?
- What is the client's mission statement?
- What does this brand authentically stand for?
- What is their position on social responsibility, culture, and technology?

2. Overview

- What is the project?
- What are we creating and why?
- Why does the client need this project?
- What key business challenges face this client?
- What's the real opportunity here?
- Are there any emerging ideas and trends to consider?
- What is the objective of this project? (Why a logo, website, brochure, etc.?)
- What is the existing brand strategy?
- Ask the client to provide samples of the product and any existing creative work.
- How do they feel about what they already have? Why does/doesn't it work?
- Can the client provide any research, reports, and other documents that help us understand their current situation?

3. Drivers

- What is our goal for this project? What are we trying to achieve?

- What are our top three objectives?

- What are the essential consumer, brand, and category insights?

- What thought, feeling, or action can we bring to life?

- What qualities should the project convey?

- Ask the client to provide some descriptive adjectives for the product/service/company.

- What are the marketing goals of the company? (Long and short term?)

- Describe any known opportunities for growth.

- What kind of changes in image (visual/verbal) support these goals?

- How will our success be measured?

4. Audience

- Who are we talking to? Who are we designing for (really)?

- Ask the client to provide demographic information: who, what, where, when?

- Ask the client to provide psychographics on the audience: why do they do what they do? What do they believe in? What motivates them?

- What do they think of the client?

- What will make the client's product/service/company more appealing to them?

- Why should they care about this brand?

- What inspires, motivates, interests, and amuses this target audience?

- Who are they talking to? How can we help to connect better with their community?

- What causes buzz in their world?

- What competes for their attention?

- Are there any recent changes in the customer?

- What questions do the customers frequently ask (about the company, product, creative, etc.)?

5. Competitors

- Who is the competition?

- What differentiates the client's product/service/company from them?

- Why/how are they really better (or not) than our client?

- What is the competition telling the audience that we should be telling them?

- How and where does the competition engage with the audience?

- How is the competition's customer different from ours? Are there opportunities there?

6. Tone

- How should we be communicating about the client's product/service/company?

- What adjectives describe the desired feeling, personality, or approach?

- Discuss with the client how content (images and words), flow of information (narrative), interaction (physical or virtual), and users' behavior (pro and con) should affect mood and style.

7. Message

- What are we saying with this piece exactly?

- How can the client back that up?

- Are the words already developed or do we need to develop them?

- What do we want audiences to take away and say to others?

8. Visuals

- Are we developing new images or picking up existing ones?

- If we are creating them, who, what, and where are we shooting? And why?

- Should we consider illustrations and/or charts?

- What type of thematic iconography makes sense and is appealing in this scenario?

- How do existing style guides and brand identity manuals affect this project?

- Discuss with the client the design elements currently being used: type, color, format, imagery, copy, audio, motion, functionality, etc.

9. Details

- Ask the client to provide a complete list of deliverables.

- Get the client to reveal any preconceived ideas they have about the design of the project.

- Discuss any format parameters, limitations, and restrictions.

- What does the client think is the best delivery media: physical or screen-based? And why?

- Ask the client to show you the existing version of the project (if there is one). Should the existing thing impact the new project? How?

- Is there any mandatory information which must be incorporated into our project?

- Are there any legal restrictions?

- What is the desired lifespan of this project?

- What is the requested schedule for this project?

- Are there any milestone dates (e.g. meetings) that need to be met?

- What is the requested final delivery date?

- What is the budget?

10. People

- Who are the client team members and what is their contact information?

- Who are we reporting to?

- Who exactly will approve this work?

- Who needs to be informed of our progress? By what means?

- Are we using existing client suppliers? What is their contact information?

- Who are the other design team members? What is their role in the project as well as their contact information?

- Does the client have any additional comments or things they'd like to say about this project?