

10 Things to Include in a Creative Brief



Background

Includes: Information about the client, their company, and their product or service.



Overview

Includes: Project description. Key business challenges faced by the client that our creative can impact.



Drivers

Includes: Measurable goals and objectives for this project.



Audience

Includes: Target audience information, especially demographic and psychographics.



Competitors

Includes: Identification of the competition and what differentiates our client from them.



Tone

Includes: Adjectives describing the desired feeling, personality, or approach.



Message

Includes: Outline of key copy points and audience take away.



Visuals

Includes: Information about all imagery (photography, illustrations, and charts). Also, style guidelines and brand identity details.



Details

Includes: List of deliverables. Mandatory information and any legal restrictions. Schedule and budget.



People

Includes: Contact information for client and design team members.