

Creative briefing

Insert project name



Before you start

Welcome to the Creative Brief. This structured template will help you provide clear direction for your creative project, ensuring all stakeholders are aligned on the objectives, requirements, and deliverables.

Five key principles for a successful brief:

1. Start with the 'why' before the 'what' - help us understand the purpose behind your request.
2. Don't oversimplify the briefing. Depth provides the context needed to make informed creative decisions.
3. Be realistic about timelines, especially regarding stakeholder approvals.
4. Include examples and references, when possible, to illustrate your vision.
5. Provide context for specific requirements or preferences.

Take your time to fill out each section thoroughly. The more detailed and thoughtful your brief, the better equipped the creative team will be to deliver great results.

Project overview

Summary

Provide a concise summary of the project in 2-3 sentences.
Example: "Create a testimonial video series breaking down the impact new healthcare policy changes for small business owners"

Why is this needed?

- Explain the context and motivation behind this project.
- What problem are we trying to solve?
 - What opportunity are we addressing?

Strategic objectives

- List specific goals this project should achieve.

Target audience

Primary audience

Describe your main audience in detail - include relevant demographics, knowledge level, and context.

Secondary audience *(if applicable)*

List any additional audiences that should be considered.

Desired impact

1. Think

What should the audience think or understand after engaging with this content?

Example: “Connect policy decisions to real business impact”

2. Feel

What emotional response should this content evoke?

Example: “Care about what business owners are going through”

3. Do

What action(s) should the audience take after engaging with this content?

Example: “Visit the campaign website to explore the data and research”

Usage context

Distribution channel (in order of importance)

List a channel where this will be used.

List a channel where this will be used.

List a channel where this will be used.

Format requirements

Specify any requirements or constraints for this channel.

Specify any requirements or constraints for this channel.

Specify any requirements or constraints for this channel.

Content details

Key messages

- Bullet point list of the main points that must be communicated.

Policy context

Provide relevant policy background information. You can also point to external sources or documents.

Tone and style

Tone of voice

Describe the desired tone of voice of the communication.

Visual style

Provide examples of similar work you like/dislike and explain why. You can also point to external sources or documents. Don't forget to reference any existing brand guidelines and provide access to relevant brand assets (logo files, fonts, templates, images, ...).

Timeline & budget

Additional information

List major milestones, including stakeholder review stages.

Final deadline

Stakeholder approval process

Detail the approval workflow and key stakeholders involved.

Budget

Specify budget constraints if applicable.

Final details

Key milestones

List major milestones, including stakeholder review stages.

Notes for brief writers

1. Get sign approval of this briefing from the key decision makers
2. Be as specific as possible while completing each section
3. Include relevant examples and references where possible
4. Don't oversimplify complex policy information
5. Be realistic about timelines, especially regarding stakeholder approvals
6. Include context for any specific requirements or preferences
7. Consider this a living document - update it as project details evolve
8. Talk in person! Nothing beats a chat about the project needs.

Extra notes