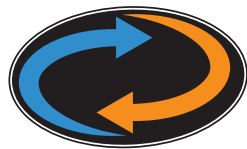


A Creative Brief Outline



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A creative brief *How to communicate your needs, ideas and requirements to a creative firm*

A creative brief is just that, brief. Maybe no more than two or three pages. This is not a novel but a short examination of your needs and a means to communicate them to a creative team. Whether internal or external, this is an outline of some questions to consider. This is not an exhaustive outline, just one that I find useful as a starting point.

Feel free to go over a few of the points and describe in your own words what they are. Show this to someone else and see if they agree or if they think there's something missing. When you have reached a point where you think a few pages and simple verbiage will exhibit your needs and goals, get them to your chosen creative team.

Examine your Strengths, Weaknesses, Opportunities and Threats. This is known as SWOT in marketing. If you Google it as well as creative brief, you'll be sure to find many answers on what and how to do it. Large companies succeed because they implement it, small companies fail because they don't understand it. A business of any size will benefit greatly if they understand and utilize these tools as well as creative professionals who have the training and expertise on how to best implement them. The following page is a simple outline for a creative brief. I hope this helps you in your search to expand your service, product or organization and look forward to hearing from you.

Overview: *The scope, purpose and goals of a project*

- Project Title
- General project information
- Describe the current state of the service, product or organization in regard to this project
- Goals and Requirements for the project
- What is the unique selling point of the service, product or organization?
- Describe attempts in the past that were successful and those that were unsuccessful
- Any client side activity that is pertinent to this project
- Milestones (benchmarks measuring progress toward project goals)
- Deliverables Needed
- Deliverables may change during the creative process, i.e. the creative firm might suggest that a blog, rather than an e-newsletter, will do more to address your goals.

Target Audiences: *Who are you communicating to, and what are you trying to say?*

- Provide as much detailed information as possible about your Target audience. Demographics are especially helpful when they are available.
- How will your audiences use the end product, whether its a website, white paper, brochure, etc.?
- What should we avoid when talking to these audiences?

Tone and Image

- Formal, conservative, humorous, light hearted, serious, or...
- How does your current audience view the related service, product or organization already?
- Describe the tone and any particular imagery that you feel communicates your service, product or organization?
- Are there specific visual goals? Is it going to be a contemporary, futuristic, retrospective or mixed in design?

Messages: *Features, Benefits and Values*

- List the outstanding features, benefits or facts about the service, product or organization.
- How do your features compare to competitors?
- In one sentence how would you convey your entire message? How would you prove it?

Budget and Schedule

- What is the allocated budget? This gives your creative firm an idea of how they should craft there workflow. They may decide to lessen the tie-in development in order to meet your schedule while maintaining your budgetary goals for this project.
- What is the schedule for this project? Are there milestones here that the creative firm should know about and understand? Introduction, specials, conferences, etc?
- Branding guidelines necessary to the service, product or organization
- What is the due date for the completed work?

Process

- Who is the point person (on the nonprofit /corporate side)?
- What is the internal review and approval process, describe chain of command?
- Who is responsible for signing off on final execution?