



WRITING CREATIVE BRIEFS

OVERVIEW

Sum up in a few lines.

Who is the client? What is the problem/opportunity? What is the desired outcome?

BACKGROUND SUMMARY

Sum up in a paragraph.

Tell us more about the client and their product/services. What is their USP?

The summary may refer to additional documentation such as:

- Company/product history
- SWOT analysis
- Existing research and data on the competitive landscape

WHAT

Strategy: What is our strategy to solve the problem? (This is not the creative solution.)

Message: What is the primary message we are trying to communicate?

(The less we try to communicate the clearer the message will be.)

Tone: How should we be communicating? What adjectives describe the feeling, approach, style? (Humorous, friendly, trustworthy, reassuring, entertaining, straightforward, etc.)

Takeaway: What do we want the audience to think/say about the product/service?

WHO

Whom are we talking to? What do they think of us now?

WHY

Why should they believe us and why should they care?

Are there compelling reasons for them to listen to what we are saying?

WHERE

Where will the message appear? Has a list of required deliverables been established?

If so, what are they?

WHEN

When is the project due? What milestones must be met?

HOW

Constraints: Are there format limitations? Are there existing brand standards we need to adhere to, regarding colour, typefaces, etc.? Is there a writing style guide (brand voice) we need to follow? Are there existing assets we need to use: images, copy, etc.? Are there any industry, municipality, or government regulations we need to adhere to? Does the client have specific opinions, aversions, or preconceived ideas?

People: Whom are we reporting to? Who will need to be informed of our progress? (How involved does the client want to be in the process?) Who is approving the work?

Budget: How much can the client afford? What does the budget include/exclude?

MEASUREMENT

What does success look like and how will we measure it?

RESOURCES

Labudovic, Ana, and Nenad Vukusi. 2009. *Field Guide: How to Be a Graphic Designer*. Massachusetts: Rockport Publishers.

Stone, Terry Lee. 2012. *Managing the Design Process - Concept Development*. Massachusetts: Rockport Publishers.

Visocky O'Grady, Jennifer, and Ken O'Grady. 2009.

A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need.

Massachusetts: Rockport Publishers.