CREATIVE BRIEFING TEMPLATE

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MARKETING • IMAGERY • PACKAGING

Write a clear and concise brief, everytime.

This template covers all of the main aspects that need to be included in a creative brief. As an interactive PDF, you can save it and fill it out directly any time you need to write a brief.

1. PROJECT OVERVIEW

1.1 PROJECT NAME

1.2 CLIENT/BRAND

1.3 DATE WRITTEN

1.4 PREPARED BY

1.5 CONTACT INFO

2. PROJECT BACKGROUND

2.1 THE OBJECTIVE
Describe the purpose of the project, including the main goals. What are you trying to achieve?

2.2 THE SCOPE/DELIVERABLES
Outline the scope of work, including deliverables, channels, and key milestones.

2.3 TIMESCALES & KEY DATES
What are the key dates and deadlines for this project.

3. TARGET AUDIENCE

3.1 PRIMARY AUDIENCE
Describe the primary audience, including demographics, psychographics, and key behaviours.

3.2 SECONDARY AUDIENCE
Describe any secondary audience that should be considered.

3.3 AUDIENCE INSIGHTS
Provide any relevant insights into the audience's needs, wants, and pain points.

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4. KEY MESSAGE

4.1 MAIN MESSAGE
What is the single most important message that should be communicated?

4.2 SUPPORTING MESSAGES

List any secondary messages that support the main message.

5. TONE AND STYLE

5.1 TONE

Describe the tone of voice that should be used (e.g., formal, casual, friendly, authoritative)

5.2 STYLE

Detail the desired style (e.g., modern, minimalist, vibrant). Include any brand guidelines or style references.

6. DELIVERABLES

6.1 LIST OF DELIVERABLES

Specify each deliverable required for the project (e.g., website, social media posts, video content).

6.2 FORMAT AND SPECIFICATIONS
Include format requirements, dimensions, file types, etc.

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7. COMPETITORS AND MARKET POSITIONING

7.1 KEY COMPETITORS
List the main competitors and provide an overview of their positioning.

7.2 MARKET POSITIONING
Describe how the product/service should be positioned in the market.

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8. TIMELINE

8.1 PROJECT START DATE

8.2 MILESTONES
List key milestones with deadlines.

9. BUDGET

9.1 OVERALL BUDGET

9.2 BREAKDOWN
Provide a breakdown of the budget, if necessary.

10. APPROVAL PROCESS

4.1 STAKEHOLDERS