**Creative Brief**

**Project Name:**

**Date:**

**1. Overview**

Provide a brief description of the project, its context and its background. Why are we doing this? What problem are we trying to solve?

**2. Objectives**

What does success look like? List two-three desired outcomes and strategies for success. Include measurable results when possible.

**3. Deadlines and milestones** First round of copy presented:

Feedback received:

Second round of copy presented:

Feedback received:

Third round of copy presented:

**4. Target Audiences**

Give some detail about who we’re talking to.

Explain the situation they’re in now. Where does it hurt for them?

What’s their opinion on your brand?

Why aren’t they already your customer?

**5. Key Messages/USPs**

Present information that can be used in developing the creative.

* Value proposition.
* Benefits and features.
* Facts and proof points.
* Testimonials, case study examples.
* What makes you different? What *really* makes you different?

**6. Know. Feel. Do.**

What do you want the audience to:

**Know:**

**Feel:**

**Do:**

**7. Creative Considerations**

Identify any requirements and brand considerations that impact copy, including:

* Tone – how would you like to sound? Are you an inspiring advisor? Or a drill sergeant focused on results?
* Localisation – any language or regional considerations or requirements? Will the site be translated?
* Context – does the site need to align with any existing creative work?

**8. Resources**

Link to additional resources and reference materials that can be researched during creative development, including:

* Brand guidelines.
* Existing source materials and content, including business plans, technical documentation, research, websites, and previous campaign collateral.
* Competitive analysis and examples.
* Legal considerations.