

# METHOD

## CREATIVE BRIEF

This is exciting.

We're about to embark on a creative journey together, creating new ideas, messages and images for you and your amazing customers. Before we depart on this journey, we need to develop a packing list - we need to know which pencils, keyboards, markers and computer mice we'll need to bring along. This list is the creative brief that follows on the next couple of pages. Within it, we ask questions about your project, all of which help us draw the map to find the best route for our journey together.

This packing list comprises the building blocks of your project; we appreciate your time, and want to keep it as simple as possible so we've provided starting points for each question. If there are any areas that you don't have an answer for, or multiple answers, don't sweat it - we're ready to work with you for clarification to ensure your ideas and visions are being clearly communicated to the creative team who will bring it all to life.

So get ready to pack your ideas into the following Creative Brief, we'll be on the road soon, heading on a great creative journey to the eager eyes and ears of your customers.



## CREATIVE BRIEF

Project Name:	
Brief Submitted:	date

Key Client Stakeholders:		
Name	e-mail	phone
Name	e-mail	phone

### What are we out to accomplish?

*What is the core problem we are trying to solve or opportunity we are trying to unlock?*

### The budget?

*Let's talk money. What is your budget?*

*We can tailor the job to your budget.*

*Does your budget include printing/production costs, delivery costs, have you factored in translation costs, audio production, licensing, permits, etc...?*

### What is the final product(s) you are looking for?

*Are you looking for a branding solution, a promotion, motion graphics, 3D visualization, a website, a printed and digital product catalogue, a poster, etc...?*

*What are you looking for? You can get into the specifics on the next page.*

### Who do we want to connect with?

*Who is your target audience?*

*What insights do you have about this audience?*

### What does your audience think/feel now about you?

*What does our audience currently think about your brand? These should be key impressions of the product/service... both the good things and the bad things that we need to overcome.*

### What is the single most important message to leave them with?

*The proposition.*

*The most important point of the brief... the one point to which all insights and offerings point.*

*It should represent a combination of insight and functionality. Ideally this should be a single-minded statement. We can help craft this statement for you.*

### What can we offer as support for this?

*Why should your audience believe us?*

*What evidence do we have to substantiate your proposition?*

*This section should include interesting, new, compelling facts about the product/service, how it stands up versus competition, a track record, etc. This is our ammunition!*

### **What's required?**

*This is where you get to be specific.*

*Lay out all of the elements that need to be covered off in the piece. Put all your content in this section.*

*If you need some copy written you need to include all product/service information here (remember that we're not psychics... at least not during business hours) so you need to give us your content. Once we have all your info we will worry about cutting it down, making it simple, and making it sound fabulous. If you need custom photography, give us your ideas or vision. If you need a website, does it need to be dynamic, mobile friendly, interactive, social connected? Give us your top line thoughts on what you want and we can drill them down based on your budget.*

### **Where will customers use/see/interact with your piece?**

*When will our customers first see your message?*

*Will it be in a magazine, online, on collateral, on packaging?*

*Tell us about the mediums that will be used.*

*If you already plan on doing a media buy this is the place where you need to include all specific ad dimensions, contact information, and specifications.*

### **Timing / Delivery**

*When do you need to see something?*

*What constraints do you have?*

*Where does the end product need to be delivered?*

### **Mandatories/rules**

*Let's get a laundry list of what MUST appear on your piece. Things like logos, selling lines, legal copy, phone numbers, web address, etc... You can also help us out by identifying any possible legal pitfalls or regulatory issues.*

*Do you have a branding guide? What are your corporate colours and fonts?*

*Does your piece need to be bilingual?*

### **This might help**

*This is your chance to share with us the idea you have in the back of your head... lets call it a 'bad ad' or a 'jumping off' point. We know you have an idea of how you see things ending up... it's time to share. Pull out the crayons and get started.*