

Creative Brief Template

A creative brief is the foundation of any creative work. Developing a creative brief helps your team align on your project's objectives and goals, and the final document is shared with external stakeholders and production partners for context and guidance. Refer back to your creative brief often throughout your project work to make sure you're on track and recognize that you may need to change your creative brief if presented with new information or challenges.

Overview Creative Strategy Scope Of Work

Goal

What positive narrative will your project advance?

Background & Considerations

What organizational, cultural or historical background is relevant for your team to know? Other considerations? (i.e. racial/gender equity or source materials)

Audience

Write down your target audience(s). Which audience will your project prioritize?

Insight

What's a compelling truth about your audience that your project team needs to know? (i.e. beliefs, behaviors)

Creative Concept

What is your "big idea" statement/solution to the problem?

Call to Action

What specific action(s) should your audience take in response?

Tactics & Deliverables

What format will your deliverables take?

Distribution

How do you plan to distribute your content to reach your audience? How will your distribution channels reinforce project goals and objectives?

Roles & Responsibilities

Main point of contact? What is their role?	Who else is involved? What are their roles?	Vendors or partners?

Measurement & Evaluation

What are your metrics for success?	How will you measure those metrics?

Budget & Timing

Production budget?	Key milestones/dates?