**CREATIVE BRIEF**

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| **Client Company Name** |  |
| **Date** |  |
| **Client Contact Name** |  |
| **Number** |  |
| **Client Phone/Email** |  |
| **Client Product/Service** |  |
| **Project Description** |  |

* What is the goal of this project (big picture, such as membership site for model

railroad enthusiasts)?

* What’s the immediate problem you want to solve (small picture, immediate task/s,

such as create three ads for the site)?

* What makes you different? How will your site/project convey that?
* Who is the target audience? (Age, gender, job, interests, etc.)
* What’s the most important thing you want your audience to know about you?
* List three or four additional key points, in priority order.
* What are the primary features/benefits of your product/service for your audience?
* Who is the competition? List three or four competitors, their strengths, and their

weaknesses.

* What do you like (or dislike) about what they’re doing?
* What writing style fits your product/company? A conversational style (friend to friend)
* What design style fits your site/ad/product? Playful? Button-down and corporate?
* Where will this be used? Is it for a web site? Facebook? A trade shows. An eBook?
* What are the due dates for each stage of the project (initial consultation)?
* Do you need additional people or resources (web designer, graphic artist, etc.)?