

# Your Creative Brief

## Planning Effective Marketing Content for Better Results

**Don't sail into your creative project without first charting a course.** Completing this creative brief at the outset of each project will help your team stay on course, be more efficient and reduce the stress that can result from poor project planning—such as missing deadlines and excessive revisions.

See how this template works for your next project. You can always adjust it as needed to fit the needs of a specific project or organizational structure. Keep the completed brief handy, checking it periodically to ensure that everyone is headed in the right direction—*and you'll be set for success!*

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### The Basics

Project Name:

Due Date (attach a schedule with key milestones):

Marketing Team:

Creative Team:

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### Marketing Foundations

#### 1. Client Overview

- What are the key points about the company and its products or services?
- What is the unique selling proposition (USP) that makes your company stand out?
- Can you provide background materials that will be helpful for outside vendors?
- Who are your key competitors; how are they similar or different from you?

#### 2. Project Summary

- What type of project is it (printed brochure, ebook, website content, etc.)?
- Is it totally new or a revision to existing material or content?
- If it's a revision, how is the revised version different than the original?
- How and where will it be used (trade shows, leave-behind, online campaign, etc.)?

#### 3. Objectives

- What results do you want (brand awareness, more customers, increased sales, etc.)?
- How does this project relate to other marketing activities and projects?
- What action do you want the audience to take (complete form, call, download, etc.)?

#### 4. Audience

- Who are we talking to (demographics, prospects, current customer, etc.)?
  - What do they know or think of our company and products?
  - What are their purchasing behaviors (referral, online, retail, etc.)?
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### Creative Elements & Production

#### 5. Look and Feel

- How would you describe the feeling or approach (casual, formal, humorous)?
- How does the style relate to the company brand and larger marketing strategy?
- Is there a style guide that defines specific creative elements?

#### 6. Visuals

- Are we developing new images or picking up existing ones?
- If we are creating images, who/what/where are we photographing or illustrating?
- What is the purpose of the visual (explanatory, emotional, attention-getting, etc.)?

#### 7. Deliverables and Details:

- What mandatory information must be included?
  - What are the format parameters?
  - If printing, what is the quantity, who is the printer, what is the deadline for printing?
  - Are there any creative or legal imitations and restrictions?
  - Are there detailed timelines, schedules or budgets for yourself and/or vendors?
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### Desired Outcomes

#### 8. Measurements for Success—examples:

- Website campaigns (number of clicks, number of conversions (forms submitted), etc.)
- Emails (percentage of people who open the email, number of clicks, etc.)
- Ebooks (number of downloads, number of calls resulting from download, etc.)