HOW TO BUILD A BETTER CREATIVE BRIEF



Creative Briefs — Your thoughts, but written down.



The value of the creative brief in the client-agency relationship can't be overstated. It's serves as a tool to extract strategic planning and translate concepts into creative deliverables. It is only limited by the effort put into drafting the document itself.

FIRST STEP: PUT YOUR LOGO ON TOP & ADD SOME DETAILS.

The Set Up

We like using a Word document. Drop your logo on top and provide the following details so your creative agency is clear on who and how to direct questions.

Give your project a nick name "usually short and descriptive".

• Project Nick Name:

• Date:

• Contact:

• Phone:

• E-mail:

Text messages can resolve many small questions

TELL US ABOUT YOUR PROJECT.

The Background

200 words on the situation: Tell us a short story about why this project is needed.

If it helps record a memo on your phone and play it back or just send it to your agency.

BEGIN.



The Project Description

Describe the project in a few sentences at a high level.

• Like the background on why you're launching this project, tell us the narrative you have in your head. Nothing fancy, feel free to record a voice memo.

MAP OUT YOUR APPROVAL SYSTEMS.

The Approval Teams

This is important, if there are more people involved, it can increase the rounds of edits and time spent on a project.

- Who is ultimately responsible for this project and its success?
 - > Project leadership: Title description of responsibility & role in approvals
- What approval steps are needed for this project?
 - > If someone else's approval is required at each step, please provide details.
- Are other team members responsible for approving elements of the project?
 - > Other team members: Title description of responsibility & role in approvals

TELL US WHO YOU'RE TRYING TO CONVINCE.

The Target Audience

You're trying to convince this audience of your message. Who is your target audience or audience segment? Is this your most valuable customer?

- Primary:
- Secondary:



TELL US WHAT YOU HAVE TO SAY.

The Communication Objective

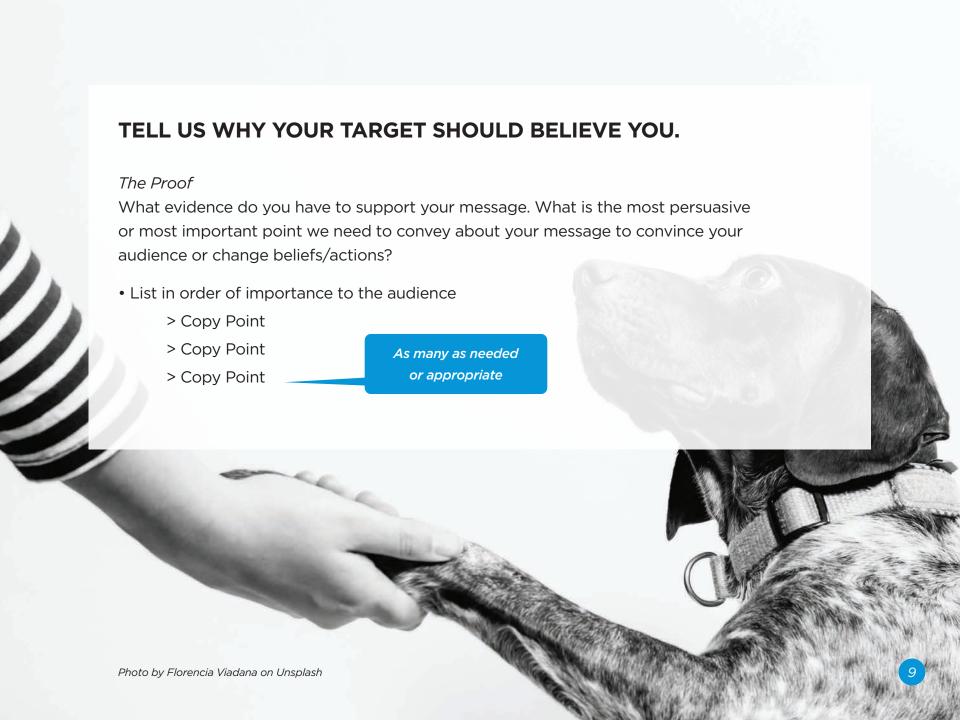
What are the most important objectives your messages need to communicate? Is it a benefit, new solution or news to share.

• Message 1

• Message 2

Typically just a few objectives





TELL US ABOUT YOUR COMPETITORS.

The Competitive Landscape

Who are the principal competitors and their real or perceived points of differentiation from your products, service or business.

- Competitor 1
 - > Brand positioning = Vertical + Target + Benefit + Proof
- Competitor 1
 - > Brand positioning = Vertical + Target + Benefit + Proof

As many as needed or appropriate



TELL US WHAT KIND OF BRAND YOU ARE.

The Brand Personality

What combination of characteristics make up your brands personality? These are larger traits that form your brands personality. The different characteristics that make up your brand could each themselves be high or low in relevance.

(Down-to-earth, imaginative, reliable, spontaneous, technical, funny, sophisticated, tough)

- Characteristic 1
- Characteristic 2

Typically just a few characteristics



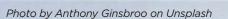
The Feelings Created

What do we want the audience to think about or feel regarding your message. What attitude would you like the audience to experience from your message.

(Cheerful, Grateful, Self-confident, Trusting, Mature, Motivated)

- Desired Attitude 1
- Desired Attitude 2

Typically just a few feelings



TELL US HOW THE AUDIENCE SHOULD RESPOND.

The Desired Response

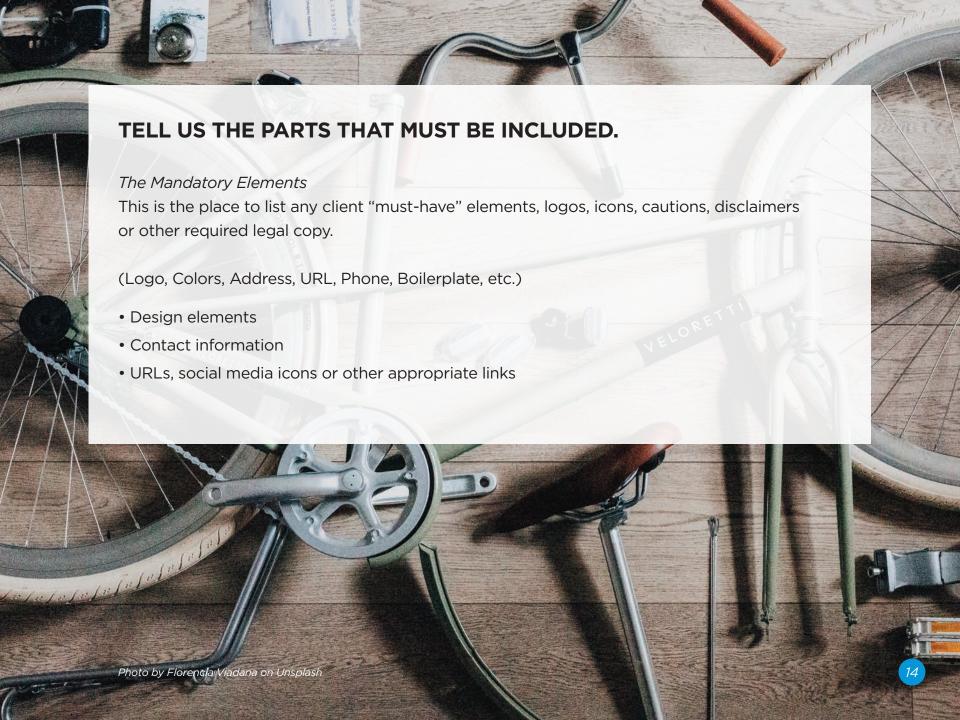
What do we want the audience to do? Is there an offer we want them to take advantage of or a call to action that encourages a response?

• Response 1

• Response 2

Typically just a few response types





TELL US ABOUT THE THINGS YOU WANT ACCOMPLISHED.

The Creative Deliverables

This will vary depending on the project. If paid advertising, describe channels (print, broadcast, digital). If direct marketing, describe media. If publicity, describe tactical executions. If exhibit space, describe exhibit size or other appropriate event specification.

- Specification 1
- Specification 2

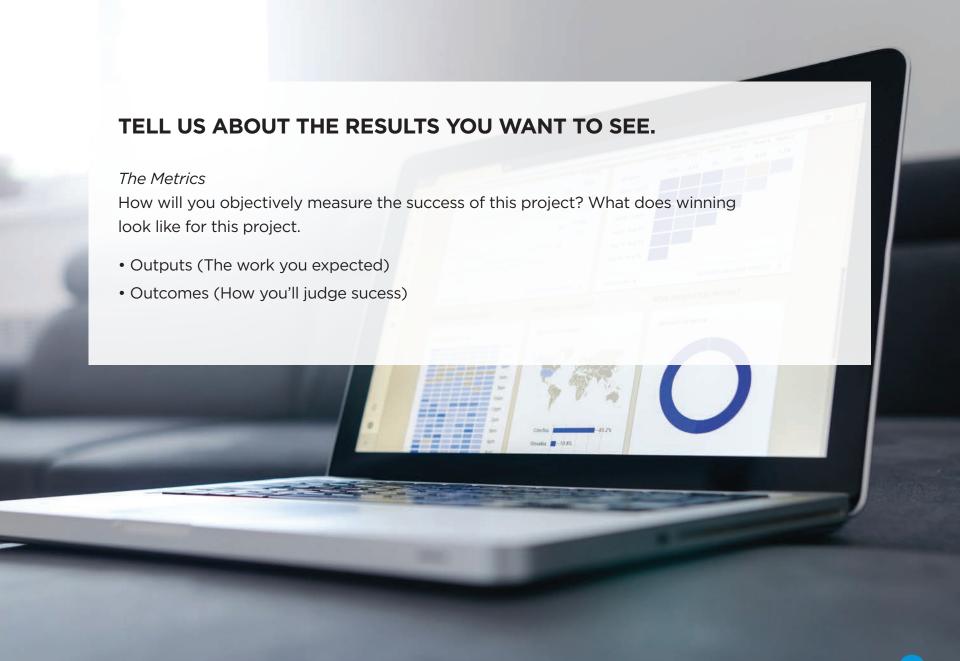
TELL US ABOUT THE IMPORTANT PROJECT DATES.

The Timing

Describe timeline milestones to achieve project completion.

- Milestone 1
- Milestone 2





TELL US ABOUT YOUR BUDGET & INVOICING PROCESS.

The Budget

Do you have an allocated budget for the project or do you have budget limitations? Does the budget need to be organized into deliverables? How does invoicing need to be submitted?

- Strategy
- Creative
- Print
- Digital
- Production

TELL US WHO ELSE WE NEED TO WORK WITH.

The Other Vendors

Provide any outside vendor information required as part of this project, if needed.

- Company Name:
- Services Offered:
- Contact
- Address:
- City/State/Zipcode:
- Phone:
- Email:

Blu Sky Creative is a creative and digital marketing agency that makes it our mission to break through for our clients. Whether you need a logo refresh, a brand overhaul, or every marketing possibility in between, we will make your brand shine. We will wow you with how responsive, proactive, thoughtful and thorough we are. There are countless ways to communicate your marketing message. Let us help you pick the best ways, create the break-through communication and grow your business. We listen. We engage. We create.



bluskycreative.com

Kirsten Baseley

President 815.708.2282 kirsten@bluskycreative.com Blu Sky Creative, Inc.
One Overlook Point
Suite 240
Lincolnshire, IL 60069