

HOW TO BUILD A BETTER CREATIVE BRIEF



Creative Briefs —
Your thoughts, but written down.



Photo by Tyler nix on Unsplash

The value of the creative brief in the client-agency relationship can't be overstated. It 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.



GIVE US THE 10,000 FOOT VIEW.

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 WHY YOUR TARGET SHOULD BELIEVE YOU.

The Proof

What evidence do you have to support your message. What is the most persuasive or most important point we need to convey about your message to convince your audience or change beliefs/actions?

- List in order of importance to the audience

- > Copy Point

- > Copy Point

- > Copy Point

*As many as needed
or appropriate*

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

TELL US HOW THE AUDIENCE SHOULD FEEL.

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 THE PARTS THAT MUST BE INCLUDED.

The Mandatory Elements

This is the place to list any client “must-have” elements, logos, icons, cautions, disclaimers or other required legal copy.

(Logo, Colors, Address, URL, Phone, Boilerplate, etc.)

- Design elements
- Contact information
- URLs, social media icons or other appropriate links

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 THE RESULTS YOU WANT TO SEE.

The Metrics

How will you objectively measure the success of this project? What does winning look like for this project.

- Outputs (The work you expected)
- Outcomes (How you'll judge success)

A glass jar is tipped over, spilling a large number of coins onto a wooden surface. The coins are of various denominations, including pennies, nickels, and dimes. The background is a warm, textured wooden surface. The text is overlaid on a semi-transparent white box in the upper left quadrant.

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.



GROWING BRANDS DAILY.

bluskycreative.com

Kirsten Baseley

President

815.708.2282

kirsten@bluskycreative.com

Blu Sky Creative, Inc.

One Overlook Point

Suite 240

Lincolnshire, IL 60069