

Generic Creative Brief

Date:

Job/Ref#:

<i>Project Title:</i>	insert appropriate title here
<i>What team is working on this project:</i>	obvious
<i>Who is the final approval:</i>	This provides your creatives critical insight into who they are selling their ideas to. Often this is not the person writing the brief
<i>Contact information:</i>	You want a good project? Include all possible coordinates.
<i>When is this work due:</i>	Hint publish a date a day or two before its really required.
<i>Launch Date of materials:</i>	Sometimes there is no “launch”, the materials are to be held for future use. If there is a date use it.
Budgeting:	
<i>Budget for Creative:</i>	This tells the team the amount of money available for the creative aspect of this work
<i>Budget for Media Placement:</i>	Be inclusive on needs, for nothing is worse that doing a great web site but never updating the blog (which is people time/money). This should be broken by touch point – one-way, two-way, event activities, web, lectures, speeches, interviews, social media efforts, sales force materials, hiring materials, training materials, other internal and external communications – and many more. Once the creative is developed, a reassessment based on the strength of the elements should be conducted and placement costs reallocated to support the strongest elements.
<i>Budget for evaluation, tracking & analytics:</i>	Often overlooked, this is the time, money, and people resources to make sure you’ve got it right. It may include research during the creative process, and must include tracking after launch.

Background

• **Situation Analysis – What is going on that is background to this work?**

Answer the 3 Brand Landscape questions of:

Who do we think our brand is (internal perspective)?

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Who do our consumers perceive us to be (including any and all market research studies to provide texture and insight)?

What does the marketplace want from this product/service? What cultural influences might be impactful with this idea? Include examples of other work or ideas and the reason you think they're important as appendices.

- **Business Opportunity – Why are we initiating this work?**

Provide your creative resources this background so they can see this work within the context of other work and business needs. You are doing it to fend off a competitor, to solidify your brand message, just drive a business, to launch a new brand, to cover up a blank space in a store – provide context.

- **Brand Positioning Statement**

To [target audience] Brand X is the [frame of reference] that [point of difference] because [support intrinsic and extrinsic]

- **Target Audience In-depth analysis (demographic/psychographic):**

Primary: Include everything you know, from primary or secondary research including opinions (note them as such) that gives the creative team a sense of what this person is all about.

Secondary: Often a secondary target exists (and sometimes tertiary, include it if relevant). Note why this target exists.

The unintended target audience: this is the group that isn't the target of this campaign but is a stakeholder of some sort and may have a reaction to the activity. Two primary places this comes into play: radical campaigns targeted to under 30's when the firm shareholders are conservative 50+ investors; similarly when there are licensed or franchised retail presence owned by entrepreneurs and a target that does not resemble the average licensee. In both instances, doing the right thing for your primary target may upset the unintended target audience. While it may not change your direction, knowing this upfront allows the creatives to planfully balance creating something that is very compelling but not upsetting versus very compelling and very upsetting.

- **Target Audience Personification:**

These are critical as they make the target audience come to life. Attach all personas to the brief, explain here to which personas this work is targeted.

What is the emotional ignition point?

Fill in this chart, from left to right. While the linkage does not need to be 100% - there should be a logical progression that indicates that the attributes deliver these things that create these emotion chords

Attributes	Benefit Deliverables	Emotional Chords
As an example, here is a specific food concept's list:		
Menu variety, bold flavors, fresh ingredients, prepare to order,	Authenticity, consistency, adult experience, nutritionally smart	Refreshment, acceptance, inclusion, individuality,

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sit-down and take out		comfort, respect
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What is the emotional ignition point? this is the one phrase that makes the attributes, deliverables, emotional chords, positioning come together and “work” for the target audience. It is not a tagline. It is a way of expressing the brand. In this example, the emotional ignition point was “Asian nourishment of the neighborhood”

What is the mood or feeling the consumer should feel after engaging with the output of this creative brief? Usually it has something to do with the emotional chords you’ve noted, but not always.

Assignment

- ***What is the work to be done?***

Objective: What does this piece/element/campaign DO?

Content: Content is often the least considered and most important part of any marketing effort. Often much time is spent of the layout of a web page only to discover that there are 200 needed pages of content that doesn’t exist. There are two reasons to provide the content upfront. First, it will insure that once the “design” is done you can launch. Secondly, designers are smart people – the more they know about what they are designing for, the better their work will reflect the content it supports.

This is true for “simple promotions”. Often the process is to “design it and I’ll figure out later the coupons”. No! Coupons should be grouped by type and size/needs are dependent on offers and complexity. Get the entire assignment done upfront and you’ll end up with better “design”.

This is true for events, speeches, and ideas that aren’t “traditional creative”. Creative people are awesome – give them what they know, and it helps them envision the work they are being asked to imagine. If they don’t need it, they won’t use it – but let them make that call.

What needs to be known about constraints, and other “stuff”

- ***What is the priority order of communication elements if rules exist***

Think about: Brand name, offer, website & contact info, logo/brand mark use, tagline, etc.

- ***Sensory inventory***

What already exists: These are the elements that will continue to be used; not necessarily in this work, but around this work.

Style Guide: Insure it is current and make it available.

- ***What exists but is not preferred***

Any existing brand will have in historical materials that are off strategy. That said, the consumer has no knowledge that something on YouTube from 3 years ago isn’t “the current strategy”, so you and the creative team must know that these elements are part of the sensory identity of the brand, even if they miscommunicate!

- ***What are marketplace norms***

Your creative team does not live this category every day – you do. Insure that norms are made clear upfront. Red in beverages means cola. Green in cars means hybrid, although blue is also used. If there are norms of colors, symbols, word usage or other elements, note them here.

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Legal: What are the legal requirements and specifications. Note that trademarks, copyrights, and image rights will need to be secured by geography.

Language: What are the expected language or languages in this geography? In the US, is it Southern idiomatic English, inner-city idiomatic English, or general English? Should Spanish translation be provided? In Canada, Queen's English & French and?

- **Web Presence...because there is country of origin but you're clearly working on a global basis**

Legal: insure that all country of origin information is included as well as any additional trademark or copyright information for other countries.

Languages desired: are you going to provide translated versions? Or separate fully translated and branded sites? To what extent will those be noted – with a logo or other “click through”?

Metrics of success

At the very least, this is accomplishment of the business objective noted previously, and the right metrics to track and measure that result.

If this is a simple web site change or email campaign this may be as simple as straightforward metrics which are accessed for free and require little hands on time to interpret.

If this is restage of a global brand, this could be 25 key metrics, several hundred thousand dollars in custom tracking, and hundreds of hours or report generation and analysis.

No matter what the situation, the most critical element is to list the desired metrics before the campaign is developed, insuring that everyone understands what success looks like and that time and money is set aside to track things. Do not fall into the trap of spending a huge % of your sales dollars without knowing whether or not the investment paid out.