



Creative Strategy Brief

Date submitted:	Project due date:
Project name	
Project requestor	
Project summary and objective Briefly describe the market situation and opportunity. What are we trying to achieve?	How to access this document To download and/or make changes to this document, simply go to the “File” menu and then “Make a copy” for yourself in Google Docs, or “Download” in your format of choice (Microsoft Word, etc). I think you may need a Google account in order to access.
Product/service description What is it? How does it benefit customers? What makes it unique? Include price, guarantee, cancellation policy, etc.	
New piece or revision? If updating an existing piece, please provide a sample.	
Deliverables List all components to be produced and include or point to specifications.	
Target audience Who are we talking to? Identify by age, gender, job title, income, location and lifestyle. What do they think of us? What are their needs, problems,	



motivations, or hot buttons? How are they solving their problems now?

Competitors

Who are they and what are their notable strengths, weaknesses?

Key messages and copy points

What is the single most important message to communicate? What are the supporting messages important to this audience? Spell out the “big idea” and all other info we want to convey, including important product or service details, dates and locations, etc.

Visuals—photos and graphics

Who, what, where are we showing?

If using existing graphics, include file names and locations.

Offer/fulfillment piece details

Are we offering an incentive for responding? Do we need a separate email or letter to go with that?

Call to action

What specific action do we want recipients to take?

Contact information to include

Names, phone numbers, email addresses, URLs, etc.



Mandatory elements Logo, tagline, 800 number, email address, web address, images, wording, disclaimers, terms & conditions.																			
Test plan, if applicable Do you plan to test anything? Headlines, format, colors, body copy, calls to action? What elements will need a second version for an A/B test?																			
Specifications	<u>Quantity</u>	<u>Format (size, file format, animation)</u>	<u>1-color, 2-color, 4-color?</u>																
Resources What existing materials (sample pieces, branding and style guidelines) may help the writer and designer in the creation of this piece? Who are the in-house experts we can talk to for more information?																			
Project schedule Customize as necessary. For example, if the job is to write Google ads, include steps for the digital marketing strategist to research keywords and create ad groups for the writer to write to.	<table><tr><th>Milestones</th><th>Due dates</th></tr><tr><td>Kickoff meeting</td><td></td></tr><tr><td>Final creative brief due</td><td></td></tr><tr><td>Copy, first draft</td><td></td></tr><tr><td>Copy review and feedback</td><td></td></tr><tr><td>Copy, final draft</td><td></td></tr><tr><td>Design, first layout</td><td></td></tr><tr><td>Layout review and feedback</td><td></td></tr></table>			Milestones	Due dates	Kickoff meeting		Final creative brief due		Copy, first draft		Copy review and feedback		Copy, final draft		Design, first layout		Layout review and feedback	
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	Copy and design revisions	
	Final layout review	
	Client review and feedback	
	Revisions	
	Final review	
	To print or web	
Project budget		
Project sign-off	Review and Approval Team	Final Approval Person
	Name, Department Name, Department Name, Department	Name, Department
Notes		