

Group Members: _____

Initiation Date: _____ Revision Date: _____ Final Presentation Date: _____

Creative Brief Project Development:

Project name (your client and project title):

1. Assignment

Deliverables:

Website architecture
Page copy
Screen Designs
Completed functioning pages
Brochures/posters
Advertisements – periodicals, newspapers
Others?

Budget:

Assignment completion date:

2. Marketing Issue – how will this product be marketed – client requirements that will effect design.

3. Communication Objective(s) – what is the primary purpose of this communication? Support the brand and organize marketing.

4. Target Audience – who are you after?

5. Brand Positioning – What is the specialty of this product or service? How are they defined? This paragraph will be on your final presentation board to the left side of your image/text collage.

6. Customer Promise – Use your 6-8 adjectives in a sentence or two here.

7. Key Support for Promise (back up your customer promise with specifics). Does your clients/product /service have an established track record? How will they ensure that the promise can/will be fulfilled?

Message 1:

Message 2:

Message 3:

8. Tone and Manner: What is the direct message to your target audience? Answer this question:

We are.....?

9. Related Marketing Activities: Be cohesive in your marketing approach, all approaches should reflect a similar style and be coordinated to anyone interacting with the company through the web or printed marketing materials will feel comfortable and familiar with both.

10. Executional Guidelines: These would likely come from the client but may also be proposed by the creative brief development team – generally a marketing company would handle this portion. Again, it is very important to have continuity between electronic marketing material and offline material so people feel familiar with both and can quick find the information they require.