

SAMPLE CREATIVE BRIEFS

Briefs may take differents forms

Source: "Advertising by Design" Book by Robin Landa


A vintage-style map with a yellowish, aged appearance. It features several black silhouette illustrations of aircraft, including biplanes and triplanes, scattered across the right side. A prominent red arrow points from the top center towards the location of Fort Nelson. The map includes geographical labels such as 'Fort Nelson', 'Quimper', 'Nimali', 'Nuweiba', 'Nbrat', 'faga', 'Sept-Iles', and 'Southern Indian Lakes'. Dashed lines and numbers (11, 15, 23, 28) are also visible on the map.

What is a brief ?

> A creative brief is a **strategic plan** -a kind of map- that **both the client and the design firm** or advertising agency **agree upon**, a **written document** outlining and **strategizing** a design project.

> Strategy, and strategy statement,
can be determined outside a design
brief or within a brief.



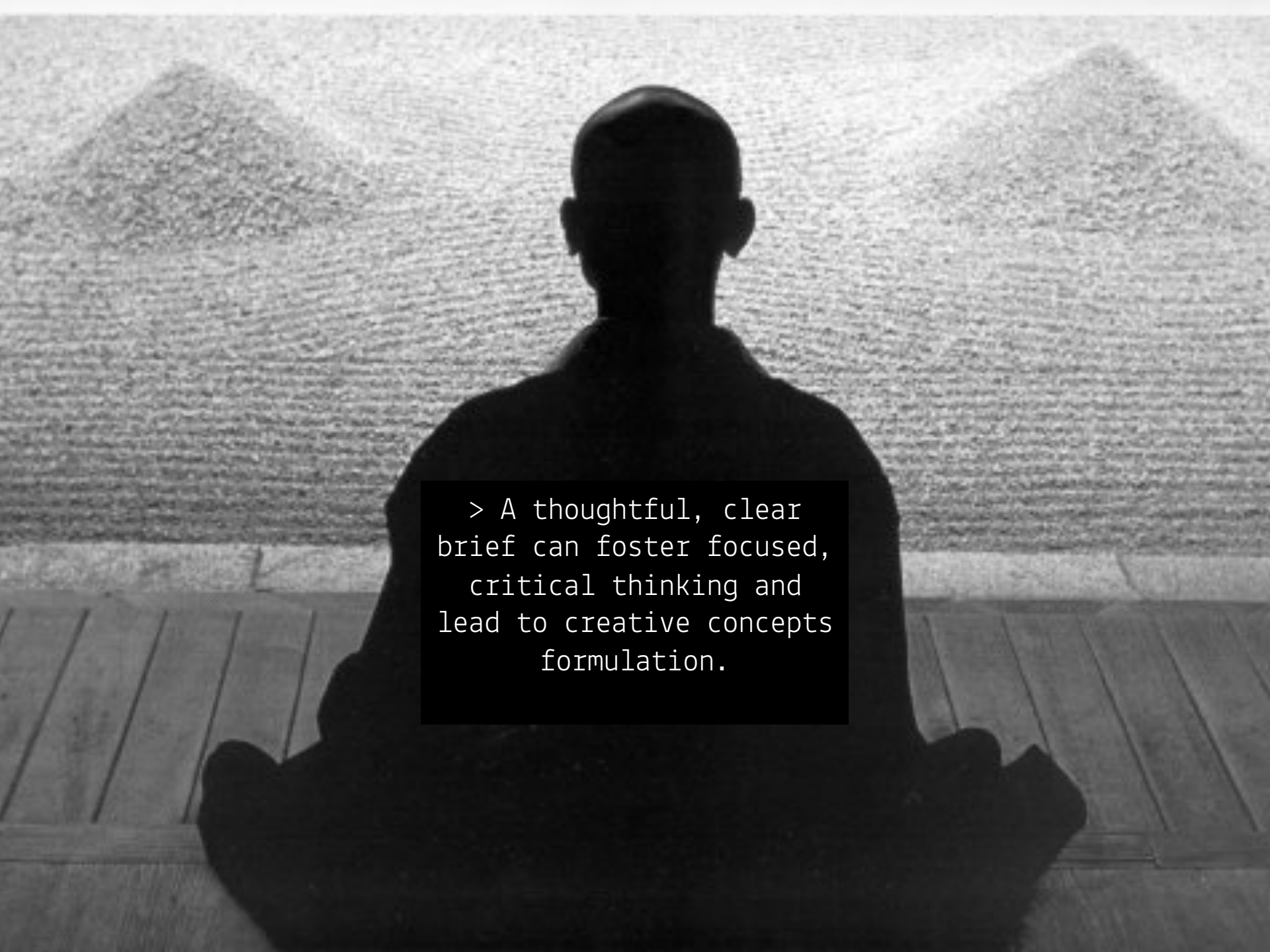


> More briefs are made up of questions and answers -a handy format to fully delineate the assignments, objectives, the projects, design context, and the audience.

> The answers to questions posed in a brief are usually based on predesign (or preliminary) market research; information gathered about the product, service or group and audience; and the budget.

> The client and creative professionals can go back to the brief for guidance, or designer can use it to support their concepts or solutions.



A black and white photograph showing the silhouette of a person sitting in a meditative lotus position on a wooden deck. The person is facing away from the camera, looking out at a body of water with two large pyramids in the distance under a bright sky. A black rectangular box is overlaid on the person's back, containing white text.

> A thoughtful, clear
brief can foster focused,
critical thinking and
lead to creative concepts
formulation.

SAMPLE CREATIVE BRIEF #1

> Project title

- > Define the challenge
- > Determine the key audience
- > Describe your current understanding of the brand or group
- > Identify the brand essence
- > Determine the strategy
- > Ascertain the best methods of execution
- > Media
- > Parameters:
 - > Deadlines
 - > Budget

SAMPLE CREATIVE BRIEF #2

- > Client or brand
- > Product category
- > Unique selling proposition (USP) benefit unique to the advertised brand
- > Long-term position
- > Communication strategy
- > Brand personality
- > Target audience
- > Buying and usage
- > Value, attitudes, and lifestyle
- > Competition
- > Support

SAMPLE CREATIVE BRIEF #3

- > **Who** are we talking to?
- > **What** is the single most important message we want to communicate?
- > **Why** should people believe this?
- > **What** tone of voice should we use?
- > **What** do we want people to think or feel after experiencing the advertising?
- > **What** are the requirements?
- > **Is there** a best media channel for this message?

SAMPLE CREATIVE BRIEF #4

- > **Position:** What differentiating idea would be both relevant to our target audience and challenging to their current thinking concerning the brand or group
- > **Connection:** What social or emotional association does our target audience have with this idea?
- > **Conjecture:** How can we best inform our conjecture to solve this communication problem
- > **Insight:** What about the brand could help us start a dialogue between the brand and our consumers, among our target audience and/or within pop culture