# Creative Design Brief

*This creative brief will help your professional services company articulate and identify the goals and objectives for your upcoming digital marketing project.*

*Please distribute it to all appropriate team members – you’ll be surprised to see what they think!*

### Background

*Provide a short summary of the program. What’s the purpose of this project? What challenges do you foresee? What do you need to achieve for your business after it’s completion?*

### Project Objectives

*List your top 3 key priorities for this project? How will they be measured?*

### Budget

*Do you have an approved budget? What are your cost parameters?*

### Competitors

*Who are your competitors? If no direct competitors, are there other considerations such as competition for time, attention, share of wallet?*

### Ideal Audience

*Who do you need to reach? What do they believe or think of your company right now? What should be avoided in talking to this audience? Is there a secondary audience you’d like to approach?*

|  |  |  |
| --- | --- | --- |
| Audience - primary and secondary | What does the consumer think of the category now? | What do you want them to think of the category after your product launch? |
|  |  |  |
|  |  |  |

**Key Markets**

*How do you want them to respond to you?*

**Brand Overview and Messaging Considerations**

### Overarching Summary of Positioning and Value

*What’s the end result of using your service for your ideal audience? Your value proposition, not feature outline, is key.*

### Key Messaging

*Provide 3-4 points that summarize the key messages you have to communicate   
(points should be short – approx. 2-3 words each)*

### Brand Elements and Guidelines

*What are the key brand visual properties that need to be used? If available, provide brand guidelines.*

### Brand Personality

*Provide 5 keywords to describe your company*

### Company Specifics

*Is there anything about your company perception you’re not thrilled about or should be changed?*

### Content

*What is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site or an expansion?*

### Distribution and Exposure

*Do you have an existing or planned marketing strategy in mind to promote the project? Share your idea here in bullet form.*

### Maintenance

*Following project launch, who is responsible for updating information? How about reporting on metrics and analytics as well as maintaining it’s success?*

### List URLs of sites you like or that you find interesting or compelling. What is it that you like about these? *Are there any examples of “bad” sites?*