

## Creative brief template

A creative brief serves as the inspiration and guide to a body of work that typically involves team collaboration between designers, copywriters, content marketing, and other departments. The goal is to get all stakeholders aligned with creative requirements, establish key messaging, manage expectations, and make it easy for the creative team to execute successfully.

Not only is an effective creative brief extremely helpful from a creative standpoint—it also serves as your one-stop-shop for all of your project's key information.

Below is a template that you can follow to write a creative brief for your team. Note that you can edit as needed to suit your team's preference:



**[Insert company or client logo at the top along with the project name.]**

**COMPANY BACKGROUND:**

For \_\_\_ years, \_\_\_\_\_ [Brand Name] has been serving customers in the \_\_\_\_\_ [group/job field/geographical area] with \_\_\_\_\_ [product or service].

[Brand Name] has made achievements including \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. We have also launched marketing campaigns that have touched on \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. With the launch of \_\_\_\_\_ [project name] they hope to \_\_\_\_\_.

**PROJECT OBJECTIVE:**

With this project, the company aims to solve problems related to \_\_\_\_\_, while also expanding on \_\_\_\_\_ and improving on \_\_\_\_\_.

**TARGET AUDIENCE:**

Our target audience is \_\_\_\_\_ [gender], in the age range of \_ and \_, and live areas like \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. They enjoy \_\_\_\_\_, dislike \_\_\_\_\_, and might work in fields like \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. They want more of \_\_\_\_\_ and their daily pain points include \_\_\_\_\_.

Their favorite products might include \_\_\_\_\_ and \_\_\_\_\_. They learn about these products through channels including \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.



## **COMPETITORS:**

Our three biggest competitors [are/will be] \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. These competitors offer \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. We are ahead of them in \_\_\_\_\_ and \_\_\_\_\_, but we are behind when it comes to product offerings like \_\_\_\_\_ and \_\_\_\_\_.

## **KEY MESSAGE:**

The target audience is experiencing \_\_\_\_\_ [pain point], but with our newest project \_\_\_\_\_, they'll get to experience \_\_\_\_\_ [new experience without the pain point]. That's what makes \_\_\_\_\_ [solution] an unrivaled solution within the market.

## **KEY CONSUMER BENEFIT:**

\_\_\_\_\_ [feature] is the best way for our target audience to experience \_\_\_\_\_ [benefit].

## **ATTITUDE:**

[Include three to five adjectives that describe the tone and voice of the project.]

## **CALL TO ACTION:**

When the target audience sees our campaign, they will [feel/think/do] \_\_\_\_\_.

## **DISTRIBUTION:**

We will promote the launch on platforms and channels that our demographic regularly engages with. These will include \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.



We will also release content including \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ to gain attention from our audience and inform them of the project.

Below are a few messages we will use:

---

---

---