


Creative Brief

Date:	Wednesday, September 22, 2010
Version:	
Prepared By:	
Approved By:	

 [Send dossier feedback to Zengobi!](#)

Client Information

Company Name:	
Primary Contact:	
Phone:	
Email:	
Account #:	

What business issues does your client face?	
1.	
2.	
3.	
4.	
5.	

What are the client's expectations?		
1.	<input type="checkbox"/>	
2.	<input type="checkbox"/>	
3.	<input type="checkbox"/>	
4.	<input type="checkbox"/>	
5.	<input type="checkbox"/>	

How can you exceed the client's expectations?		
1.	<input type="checkbox"/>	
2.	<input type="checkbox"/>	
3.	<input type="checkbox"/>	
4.	<input type="checkbox"/>	
5.	<input type="checkbox"/>	

Project Summary

Title:	
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▼ Overview

▼ Background

Primary Goals		
1.	<input type="checkbox"/>	
2.	<input type="checkbox"/>	
3.	<input type="checkbox"/>	
4.	<input type="checkbox"/>	
5.	<input type="checkbox"/>	

Secondary Goals		
1.	<input type="checkbox"/>	
2.	<input type="checkbox"/>	
3.	<input type="checkbox"/>	
4.	<input type="checkbox"/>	
5.	<input type="checkbox"/>	

Target Audience

▼ Demographics

Occupation, age range, gender, education, income, etc...

▼ Target Insight

Who is the target and what do they care about?

Guidelines

Brand Attributes: What adjectives best describe your client's product or service?	
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•	
•	
•	
•	

Branding Guidelines: How does the client want their audience to respond to their product or service?	
•	
•	
•	
•	
•	

Aesthetic Guidelines: What are some specific visual goals you should convey?		
1.	<input type="checkbox"/>	
2.	<input type="checkbox"/>	
3.	<input type="checkbox"/>	
4.	<input type="checkbox"/>	
5.	<input type="checkbox"/>	

Technical Guidelines: What technical requirements must be met? (size, format, colors, etc.)		
1.	<input type="checkbox"/>	
2.	<input type="checkbox"/>	
3.	<input type="checkbox"/>	
4.	<input type="checkbox"/>	
5.	<input type="checkbox"/>	

Marketing Guidelines: What mandatory elements must be included? (logos, company name, website, etc.)		
1.	<input type="checkbox"/>	
2.	<input type="checkbox"/>	
3.	<input type="checkbox"/>	
4.	<input type="checkbox"/>	
5.	<input type="checkbox"/>	

Communication Strategy

Key Message:	State a single-minded word or phrase that you must communicate.
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▼ What is the overall message the client is trying to convey to the target audience?
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▼ How will you convey the message?

Competitive Positioning

▼ Who is your client's competition?

▼ How is your client's product different from their competition's products?

▼ How is your client's company different from their competition?
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Personal Observations

▼ What is your impression of the client?
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▼ What is your impression of the client's needs?
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▼ How is your client perceived in the community and media?
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Deliverables

List all deliverables, assign start and due dates to each task as needed.	
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1.	<input type="checkbox"/>	
2.	<input type="checkbox"/>	
3.	<input type="checkbox"/>	
4.	<input type="checkbox"/>	
5.	<input type="checkbox"/>	

Postmortem

▼ Describe the key elements of your solution:

▼ How does your solution solve the client's problem?
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▼ How did your work help the client meet key goals?
