

# Creative Brief



**1. Job Identification**

Client:

Date:

Job Name:

**2. Type of Project**

Branding  Package Design  Branding  Collateral  Advertising  Promotional

Retail Environment  Structural Packaging  Other (describe)

**3. Project Scope**

Design  Refinements  Mechanical  Film  Printing

Other (describe)

**4. Design Objectives**

What do we want the design to do?

**5. Project/Brand Positioning**

How do we want the consumer to think about the brand or product?

**6. Customer Target**

Who are we talking to?

**7. Core Message**

What is the one thing we want customers to remember?

**8. Key Selling Point**

What additional benefits support the core message?



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## 9. Tone/Personality

What adjectives would we use to describe the product?

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## Order of Read

What is the priority of communication elements?

1.

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2.

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3.

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4.

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5.

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## 10. Consumer Insights

What do we know about the consumers as it relates to the brand or product?

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## 11. Mandatory Graphic/Copy Elements

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## 12. Other Exceptional Considerations

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## 13. Preliminary Production Information

What is the end product? (e.g: printed sell sheet, T-shirts, etc.)

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What printing method will be used? (e.g: Flexo, Offset, Silkscreen, etc.)

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What type of substrate will be used?

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How many colors?

one  two  three  four color process  other (describe)

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Is there to be any photography and other mandates that affect production?

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Are there any supplier, budget, or other mandates that affect production?

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Is there any other key information that affects the production of the products?

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