

## Sample Outline for a writing a Creative Brief

*aka Project Proposal, Campaign Strategy, Design Brief, etc.*

**A CREATIVE BRIEF** is a comprehensive written document for an advertising campaign or design project. Ideally, it's developed in cooperation with both client and the creative team.

***The document is focused on the desired results of campaign or project — not aesthetics.***

A typical creative brief will follow the following layout: (yours may differ!)

### Top Sheet/Title Page

#### Team Profile

Introduce company/ profile

Introduce team members who will work on this campaign: biographies

#### Project Background/Overview

Provide a description of the big picture

Research summary

Describe the scope of the campaign

State objectives or the desired outcomes

#### Target Market or Audience

Describe the audience

How does the issue affect your audience

What are the benefits?

#### State the Problem

Identify the constraints

List mandatory elements

Budget

Timeline

#### Message Objectives

What do you plan to accomplish

What end-result is expected from this campaign

Call to action

Focus the message

Define the tone

Decide on the most important factor

*The proposition should be capable of being summed up in a single line or sentence and be the most persuasive reason for responding.*

Develop a Features/Benefit statement

List Reasons to Believe or React

*Ex: If you do, think, act, \_\_\_\_\_ you'll get \_\_\_\_\_ (rational or emotional benefit).*

#### Proposed Solution

Media use: describe the types of media to be used

Distribution methods (ad placement, web, media buys)

Assets needed

#### Evaluation

How will your campaign's success be measured?

#### Conclusion/Summary