



CREATIVE BRIEF

HOW TO USE THIS TEMPLATE

1. *Fill in the blanks:* Customize each section with specifics about your project.
2. *Share and review:* Circulate it among stakeholders and your creative team for feedback.
3. *Update as needed:* A brief might evolve as you gain insights — just keep updates clear and documented.

Feel free to adapt or omit any sections based on your specific needs. By putting these details together in a clean, accessible format, you'll equip your creative team with the direction they need to produce spot-on, inspired creative work.

To download an unbranded Microsoft Word version of this template, visit shannonoakleycreative.com/creativebrief.



CREATIVE BRIEF

PROJECT OVERVIEW

Project name: Briefly state the name of the project or campaign (e.g., "Spring Product Launch Campaign").

Background/context: Provide the backstory. Why is this project happening? What problem or opportunity does it address?

OBJECTIVES AND GOALS

Primary objective: What is the one key thing you want to achieve? (e.g., "Increase brand awareness," "Drive sales," "Launch a new service.")

Secondary objectives (if any): List any supporting goals. (e.g., "Grow social media followers," "Capture leads.")

Key metrics/success criteria: How will you measure success? (e.g., "Achieve 20% increase in conversions," "Gain 1,000 new email subscribers.")

TARGET AUDIENCE

Demographics: Age range, location, income, etc.

Psychographics: Interests, values, lifestyle, pain points.

Key insight: The main reason these people should care about your product/service/message.

SINGLE-MINDED MESSAGE

Core message: In one or two sentences, what is the single main takeaway you want the audience to remember?

BRAND/PROJECT TONE AND STYLE

Brand personality: Warm and friendly? Edgy and bold? Professional and authoritative?

Look and feel: Briefly describe the visual style you're aiming for (minimalistic, vibrant, etc.).

DELIVERABLES AND FORMATS

Creative elements: List exactly what you need: videos, social ads, landing page, email templates, etc.

Technical specs: Include size, format, platform requirements, etc.

BUDGET AND TIMELINE

Budget: If relevant, provide the allocated budget for the entire project or per deliverable.

Milestones and deadlines: Break down tasks by timeline: concepting, first draft, revisions, final production.

PROJECT STAKEHOLDERS AND ROLES

Key decision-makers: Who has final sign-off?

Creative team: List everyone responsible for specific deliverables: writer, designer, videographer, etc.

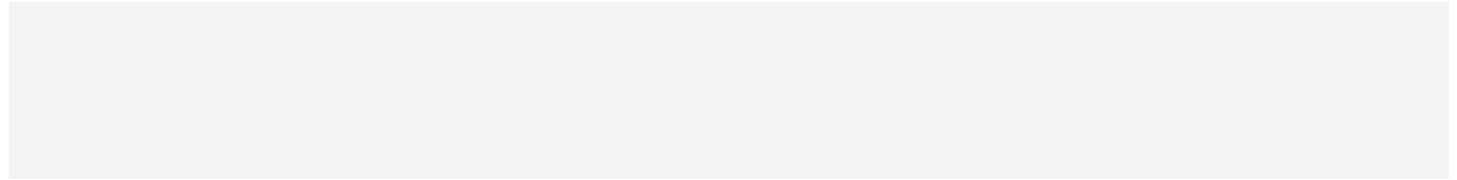
Points of contact: Who to contact for questions, additional background, or approvals.

MANDATORIES AND CONSTRAINTS

Brand guidelines: Logos, fonts, color palette — any brand elements that must be used.

Legal/compliance requirements: Disclosures, disclaimers, or any legal text that needs to be included.

Existing assets: Any copy, images, or existing designs you expect the creative team to incorporate.

**INSPIRATION AND REFERENCES**

Competitor examples (what to avoid or learn from)

Mood boards/pins (if any exist)

Tone/style references (links, brand guidelines, or sample campaigns)

