

Creative Brief

A creative brief provides a marketing firm with the guidance they need to effectively design marketing collateral (websites, landing pages, banners, etc.) that incorporates your desired marketing message, goal and needs. While your creative brief should capture the overarching goals and objectives of your web marketing collateral, it should also outline details, history and reference points to best impact final design and outcome. Preparing a creative brief provides clarity between internal company members while providing the marketing firm the information they need to comprehend your wants and execute as best as possible.

Introduction

Describe your company; give a business overview, marketing history, your product and the reason for the creative brief (new website, creative refresh, email marketing campaign, etc.)

Project Details

Explain the scope of the project – what it's for, when it needs to be complete, how it may or may not tie into other marketing

Goals and Objectives

Explain your creative objectives (leads, sales, etc)

Audience

Describe your primary and secondary audience, demographics, geographic location if applicable.

Competitive Landscape

Describe your competition (if applicable to the project)

Value Proposition

What's in it for the customer – this is the user's Value Proposition. Highlight benefits and value of the product. Sometimes a USP (Unique Selling Proposition) says it all.

Communication Points

These are the necessary pieces that must be included in the marketing copy. Could include features and benefits, unique selling points (how you differentiate your company from your competition), testimonials, bullets, etc.

Communication Mediums

Explain the ways you want to communicate the message (web, print, email, PR, etc.) and if any multi-channel mediums apply (using multiple channels to compliment one another) Is this project going to be coordinated with a particular event, promotion or marketing strategy?

Design Preferences

Communicate any style guidelines (font, format, photographic / illustration techniques, logos, colors, etc. Describe the look and feel you want.

Budget outline

Call out the budget requirements if applicable.

References

If there are any examples of work that you want to show the marketing firm, research, any details that will help assist in the project. Examples of websites you like are commonly referenced.

Contact Information