

**CREATIVE
BRIEF**
BBIEE
CHEVIAE

for

Client Name

by Naina Redhu
aside

Client Details for this Design Engagement

DATE of creation

CLIENT

Company / Individual Name

BRAND

Brand / Product Name

PROJECT STAKEHOLDER [client]

Name : _____

E-Mail : _____

PROJECT STAKEHOLDER [aside]

Naina Redhu

Phone No. : +91 98928 50250

E-Mail : naina@aside.in

DESIGNER

Naina Redhu

What does the individual / company do / make / create / manufacture / offer?

.....

Is there a particular geographical spread to adhere to? What is it?

.....

How long has the brand [as your target audience knows it] been in existence?

.....

What is your long-term goal in business?

.....

2

Who are your competitors – locally and internationally?

.....

What is your opinion of your competitors' websites or websites of other individuals in the same space as yourself?

.....

What is the purpose of this Design Engagement?

(Why are we creating this website / logo / stationery / brochure?)

.....

.....

What do we expect this Design Engagement to achieve?

(Objective – short term & long term – for you / your company / your product)

.....

.....

.....

Brand Character

(What is the existing / current brand character and personality?)

.....

.....

.....

Target Audience - Include

(What is the specific target for this particular design engagement?)

.....

.....

Target Audience - Exclude

(What is the specific target that needs to be avoided for this particular design engagement?)

.....

Target Geography

(What is the specific geographic target for this particular design engagement?)

.....

.....

Tone of Voice

(What attitude should this execution express? Please use keywords.)

.....

.....

Key Consumer Opportunity

(What insight can we leverage most successfully with the target? Product advantage, competitive weakness, timing etc. If your aim is to sell your skills and capabilities as an individual – what is the stuff that you offer that makes you a better service-provider than your competition – why will someone come to you?)

.....

.....

.....

Message

(What do we want the website visitor to learn, feel and / or believe?)

.....

.....

.....

Reasons to Believe

(List the specific reasons that support or substantiate the message and insight. Why do think that the visitor will believe the message of the website?)

.....

.....

Key Creative Link

(What is the single most important creative element for the brand? A particular capability that you offer or a skill that you bring to the table or a name or project that clients/people identify you with – or a symbol or word that identifies you)

.....

Blending

(Are there existing pieces / materials that this communication must work with? If yes, please supply samples of each.)

.....

.....

Mandatories

(Are there any mandatory image / branding / copy elements that need to be present on the website?)

.....

References / Samples

(Existing inspiration / visuals / images / colors)

Do you have any colors in mind for this particular design engagement?

.....
.....

Do you have any favorite existing similar references on the web or in print? [Please provide as many examples and URLs as you want to – I will not be copying these but will get a sense of what direction you're pointing towards]

.....
.....

Are there any visuals that inspire you and can be connected to the current design engagement? [Photographs, logos, symbols, people – please give links or attach images]

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