Creative Brief Template

Project: [Name] **Client / brand:** [Name]

Brief owner: [Name, role] **Date:** [Date] **Version:** [1]

1. Background

[What is happening with the brand or product and why this work is needed now. 3–5 sentences.]

2. Objective

[One business objective and how it will be measured.]

3. Target audience

[Who we are talking to: situation, needs, what they think now. One primary audience.]

4. Key insight

[One human truth about the audience that the work builds on.]

5. Single-minded message

[The one thing the audience should take away. One sentence.]

6. Reasons to believe

- [Proof point 1]
- [Proof point 2]

7. Tone of voice

[3 adjectives, and one "not": e.g. warm, direct, practical — not jokey.]

8. Deliverables and channels

Deliverable	Channel	Format / size	Quantity
[...]	[...]	[...]	[...]

9. Mandatories

- [Logo, legal lines, brand guidelines, required claims]

10. Budget and timeline

Budget: [...] First concepts: [date] Final delivery: [date] Live: [date]

11. Approvals

[Who approves at each stage.]

How to fill it in

- Fit it on one or two pages; a brief is a decision, not a research report.
- One objective, one primary audience, one message. If you have two, write two briefs.
- Write the insight as something the audience would say themselves.
- Every reason to believe must be true and approved for use.
- Agree the brief with the client before work starts; changes after that are new versions.

What must not be in a creative brief

- A list of everything the product does instead of one message.
- "Everyone" as the audience.
- Ready-made creative solutions that leave the team nothing to solve.
- Claims the client cannot prove.