

KaplanCopy Creative Brief Template

Client Company Name:	Date:
Client Contact Name: Number:	Client Phone Client Phone/Email:
Client Product/Service:	
Project Description:	

1. What is the goal of this project (big picture, such as membership site for model railroad enthusiasts)?

2. What's the immediate problem you want to solve (small picture, immediate task/s, such as create three ads for the site)?
3. What makes you different? How will your site/project convey that?
4. Who is the target audience? (age, gender, job, interests, etc)
5. What's the most important thing you want your audience to know about you? List three or four additional key points, in priority order.
6. What are the primary features/benefits of your product/service for your audience?
7. Who is the competition? List three or four competitors, their strengths, and their weaknesses. What do you like (or dislike) about what they're doing?

8. What writing style fits your product/company? A conversational style (friend to friend)? Humor? Something more formal? What other sites/ads do you like?

9. What design style fits your site/ad/product? Playful? Button-down and corporate? Bright colors? Somber colors? Give examples of other sites/ads you like.

10. Where will this be used? Is it for a web site? Facebook? A trade show? An ebook?

11. What are the due dates for each stage of the project (initial consultation, creative brainstorming, initial sketches/comps, presentation of ideas, approval, delivery)?

12. Do you need additional people or resources (web designer, graphic artist, copywriter, photos, etc.)?