

PROJECT CREATIVE BRIEF



PURPOSE: This is our springboard into the creative process. This internal communication clarifies direction, outlines the target market, the key message and the desired results. We will use this form to make sure that we are both focused and on the same page. We will refer back to it often during the creative process so please take your time to think through the questions and answer as accurately as possible. That said, please keep your answers brief. Hence the term 'Creative Brief'.

Once established, we go full-throttle with the creative process and start conceptualizing ideas. (Based on the scope of the project we will establish a timeline for approvals) We continue to hone our creative thought until it is a compelling and effective design solution for your business.

This form is part of our proven methodology. We follow this process no matter what the project, the medium or the challenge. Adhering to this process is what equips us to produce award winning, effective and consistent work for you our client.

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NAME: _____ SIGNATURE: _____ DATE: _____

WHO ARE YOU?

WHAT IS YOUR SERVICE OR PRODUCT? _____

1

PROJECT VOICE

WHAT DO YOU WANT THIS TO SAY ABOUT YOU? _____

7

YOUR OBJECTIVES

WHERE DO YOU WANT TO GO? _____

2

COLOR PREFERENCES

WHAT IS YOUR FAVORITE COLOR? _____
LEAST FAVORITE COLOR AND WHY? _____

8

DESIRED RESULTS & VISION

HOW WOULD YOU LIKE TO BE PERCEIVED? _____

3

PRINT VEHICLE

WHAT WOULD YOU LIKE TO PRODUCE? (CHECK ALL THAT INTEREST YOU)

<input type="checkbox"/> LOGO / IDENTITY PIECES	<input type="checkbox"/> ADVERTISEMENT	<input type="checkbox"/> MARKETING MATERIAL
<input type="checkbox"/> BROCHURE	<input type="checkbox"/> P.O.P. DISPLAY	<input type="checkbox"/> SALES MATERIAL
<input type="checkbox"/> DIRECT MAIL	<input type="checkbox"/> POSTER	<input type="checkbox"/> OTHER: _____

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TARGET MARKET

WHO IS YOUR AUDIENCE? DEMOGRAPHIC? _____

4

GAUGING PERCEPTION

NAME A LOGO YOU LIKE. EXPLAIN WHY. _____

10

COMPETITION

WHO IS YOUR PRIMARY COMPETITOR? _____

5

KEYWORDS

WHAT KEYWORDS BEST DESCRIBE YOUR BUSINESS

<input type="checkbox"/> DEPENDABLE	<input type="checkbox"/> ESTABLISHED	<input type="checkbox"/> ENTHUSIASTIC	<input type="checkbox"/> FUN	<input type="checkbox"/> PRECISION
<input type="checkbox"/> PROGRESSIVE	<input type="checkbox"/> EDGY	<input type="checkbox"/> UNIQUE	<input type="checkbox"/> SERIOUS	<input type="checkbox"/> ORIGINAL
<input type="checkbox"/> TRADITIONAL	<input type="checkbox"/> STRONG	<input type="checkbox"/> INTEGRITY	<input type="checkbox"/> HI-TECH	<input type="checkbox"/> MAINSTREAM

11

SUCCESS CRITERIA

DEFINE HOW YOU WILL JUDGE A SUCCESSFUL PROJECT? _____

6

ADDITIONAL INPUT

ANY OTHER THOUGHTS? _____

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