

Creative Brief Template

A one-page framework to align the business challenge, audience, message and execution before creative development begins.

01 Business Challenge

What problem, opportunity or change is driving this project? Why now?

02 Objective

What must this project achieve? Define the business or communication outcome.

03 Audience

Who must we reach, influence or persuade? What matters to them?

04 Current Perception

What does the audience currently think, feel or believe?

05 Desired Response

What should they think, feel or do afterwards?

06 Key Message

What is the single most important idea they should understand or remember?

07 Reasons to Believe

What proof points, capabilities or evidence make the message credible?

08 Deliverables

What needs to be created? Include formats, channels and production requirements.

09 Mandatories

What must - or must not - appear? Include brand, legal and technical constraints.

10 Timeline & Budget

What are the milestones, launch date, deadlines and budget parameters?

11 Decision-Makers

Who provides input, consolidates feedback and gives final approval?

Discovery asks the right questions. The creative brief captures the agreed direction. Creative development turns that direction into ideas.