

CREATIVE BRIEF

Introduction

Hi there, and thank you for taking the time to complete this questionnaire. This brief is critical for the creative process, ensuring we're armed with everything we need to know about your business. It's the only way to truly meet your objectives and deliver results you'll love. Please try to provide as much information as possible, as accurately as possible. This questionnaire will act as the benchmark for your project, so it needs to be precise, thorough, and detailed. Trust us - you'll thank us at the end of it all!

1. Company Information

Client

Client name:

Brand name:

Job function:

Email address:

Phone number:

Post address:

Chamber of Commerce:

VAT:

Design Agency

Name:

Whale Graphics

Contact person:

Mauro Smid

Job function:

CEO

Email address:

Info@whalegraphics.com

Chamber of Commerce:

KvK 69434808

VAT:

NL223861431B01

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2. Project Budget

Amount: Excl. Tax
Sources of finance:
Notes:

3. Project Description

PROJECT SUMMARY

What should the project look like visually?

PROJECT PURPOSE

What is the purpose of your project?

PROJECT OPPORTUNITY

What is the ultimate impact you wish to make?

STYLE GUIDES

Do you have any existing style guides or samples?

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4. Project Objectives

DETAILED GOALS

What goals do you wish to reach?

GOALS EXPLAINED

Why do you wish to reach those goals?

CALL TO ACTION

What actions do you want your audience to take?

DESIRED OUTCOMES

What outcomes do you desire?

MEASURABLE OBJECTIVES

What measurable objectives do you have?

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5. Project Attitude

PROJECT TONE

What traits are we trying to convey?

BRAND PERSONALITY

What characteristics define your brand?

6. Marketing Materials

PRODUCTS

What materials do we need to create?

E.g. Website, logo, business card, banner, etc.

REQUIREMENTS

What has to be included in the project?

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7. Target Audience

PROJECT TARGET

Who are we trying to reach?

DESIRED REACTION

What actions do you want your market to take?

8. Competitive Analysis

REFERENCES

Research, inspirations, and styles.

THE TAKEAWAY

What is the key idea to be remembered?

TAG LINE

Prepared copy, keywords, or themes.

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9. Project Timeline

SCHEDULE

When should we start working on the project?

What is the project's deadline?

Thanks for taking the time to complete this creative brief.

Please note that this brief cannot be changed later on in the process. Doing so would require a fresh, new quote - so please double-check everything you've provided to ensure it's exactly what you want.

The following quick Q's might help:

What do you truly want to achieve at the end of this process?

What issues are you facing right now, and how can we help you overcome them?

Once we receive this brief, we'll provide a quotation that revolves around it - outlining everything we can do for you. We are passionate about digging deep to reveal your creative vision, doing whatever it takes to turn that which you see in your mind into reality.

Remember: Your project will revolve around this brief. Once you've provided detailed and accurate information, please email everything to info@whalegraphics.com. Be sure to include example files, style guides, reference text, and anything else that reflects your vision.

Need more copy to be written? Let us know if we should do this too or if you've got your own text you want us to use.