BRAND IMPLEMENTION

WRITING A CREATIVE BRIEF

"People relate to people, and if your brand feels like people, they'll relate to you, too."

Laura Busche

Notes:

Creative Brief

A creative brief is the foundation for any marketing campaign or design project.

It establishes the guidelines for the entire project.

It includes the project's overview, direction, mission, goals, challenges, audience, messaging, competitive advantage, timeline, specifications, success metrics, and key stakeholders.

Essentially, the creative brief describes the "what", or objectives of the project, and the "how", or the creative approach, to achieve it.

Benefits of a Creative Brief

- Outline and clarify the goals and objectives of every design and marketing project.

- Provide all the pertinent information about the project that the creative team needs to effectively produce the best on-brand designs.

- Give all the stakeholders responsible for completing the project the opportunity to provide their input, advice, and opinions.

- Keep everyone on the same page by articulating the facts of the project, the requirements, and the timeline.

- Increase ownership by defining the individual responsibilities of each department and team member.

- Clarify the brand strategy, and allow the creative team to accurately design around the brand guidelines.

- Help avoid scope creep by properly defining and documenting the entire project before work begins.

- Offer inspiration and give the team a starting point to brainstorm ideas.

Steps to Writing a Creative Brief

1 Name The Creative Brief

This doesn't have to be anything special, just something unique to this task or campaign that the team can use to identify the project.

2 Provide a Company Background

Use this as a refresher for the internal creative team, or as an onboarding tool to get external contractors up to speed about the brand.

Everyone who is working on any design project should know the brand's purpose, vision, mission, and values.

3 Give an Overview

Sum up the basics of the design project, marketing campaign, or product launch.

Whether it's a website, banner ad, social media campaign, or package design, you need to describe exactly what is required.

4 Outline The Objective

Write a short paragraph or two about the challenges or problems that the project aims to solve. Give more detail on how the project will offer a solution.

The goal is to help the team understand the project's expectations.

So be sure to emphasize why this project needs to happen.

Identify any challenges that the team may encounter, and explain what a successful outcome would look like, and how it will benefit the brand.

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5 Define The Deliverables

Provide the team with a list of what needs to be produced, and delegate each task to the appropriate department or team member.

Be sure that each individual understands their role, what is expected of them, and what they need to deliver in order to make the project a success.

6 List The Specifications

Provide any specific size or orientation requirements. For example, a banner ads width and height, or perhaps a preferred coding language or development platform for a website.

7 Set a Timeline

With any project, you need to set specific deadlines for completion.

Be strict on the deadlines and monitor the progress closely, but also be patient and a little flexible when leading a creative team.

Remember, they will most likely need more time than you expect to produce their best work. **Great design cannot be expedited**.

8 Target The Audience

Detail who you are trying to reach. Understand who they are, what they want, how they want to be spoken to, and their personality.

Start with the basics and define their age, gender, income, interests, aspirations, habits, beliefs, lifestyle, frustrations, and aspirations.

By providing this data it will help the creative team design with the target customer in mind.

9 Look at the Competition

The competition plays a huge role in how you present a brand, and the impact it will make. Use the creative brief to describe the key competitors and their marketing tactics.

Restate their weaknesses so the creative team can use this valuable information to design effective strategies to beat them in the marketplace.

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10 Express Tone & Personality

Specify how you would like to communicate. Include the adjectives or feelings that might influence the approach.

Clarified the brand's voice, position, and messaging.

By providing the creative team with the personality and tone of the brand, you will inspire them to create designs that reflect and attract the desired audience.

11 Explain The Distribution

List a few channels or platforms that you plan to use to distribute the new product or campaign, as well as any promotional content you plan to create.

Think about the target audience, and tell the design team who the customer is, and where they will be experiencing the brand.

12 Offer Inspiration

Provide the creative team with some inspiration to help get them started.

This could be designs from competitors, or designs from other brands that share the same personality and design style as the brand.

Tips to Writing Your Creative Brief

TIP 1: Assume They Know Nothing

Just because you may think that something is a small detail or common knowledge, doesn't mean it's obvious or not important to someone else. You'd be surprised how often seemingly irrelevant information to you is actually quite pertinent to someone else.

To be safe, always try to include everything a person would need to know if they were just brought on to the project. The more comprehensive the brief, the better-prepared everyone will be.

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TIP 2: Keep It Brief

Too much information can be worse than no information. Try to find a balance between giving the team everything they need, without overwhelming them with too much information.

Provide the relevant information formatted in a clear hierarchy that is simple to understand, and easy for the creative team to digest. Be thorough, but only include what's necessary.

You want them to be inspired quickly, so they can get to work as soon as possible without having to filter through complex information.

TIP 3: Let It Be The Guide

Don't forget about the creative brief once the project has begun. It should always be front and center, as the guide, throughout the duration of the project.

To avoid scope creep, review the brief at every stage of the creative process to make sure you and the team are still on track.

Write The Creative Brief

Title The Creative Brief:
This may be the project name, campaign name, or other shorthand

Provide a Brief Brand Background:
State your brand's purpose, vision, mission, and values.

Provide an Overview of the Project:
What is the purpose or incentive for this campaign or project?

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Outline The Objective:
Clearly detail the main goals you hope to achieve.

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Define The Deliverables:
What will the team need to produce?

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List The Specifications:
What are the dimensions, size requirements, coding language, etc?

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Define The Project Timeline:
When will each stage of the project be due, and when does the final product need to be completed?

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Define The Audience:
Who will you target with this project or campaign?

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Define The Competition:
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Clarify The Audience Perception:

What is the audience's current perception of the brand, knowledge level, etc.? How do you hope to influence this?

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Define The Tone and Personality:

Specify how you would like to communicate. Include the adjectives or feelings that might influence your approach.

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Define The Value Proposition:

Describe your differentiating attributes/benefits. These should be unique to the brand, product, or service.

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Explain The Distribution:

How will this project or campaign be delivered?

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Provide Inspiration:

Include any pertinent content, resources, reading, or viewing materials.

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Additional Considerations:

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