

Creative Brief Questionnaire

Please complete the following questionnaire for each new project.

This form, supplemented with additional material as necessary, can help ensure that you always get the basic creative and positioning information needed when starting an assignment. Here is a guide to help answer the questions on page 2.

Project objectives.

What is the purpose of the project? Examples: raise market awareness by 25%, sell 2,000 widgets, educate existing customers, enthruse salespeople, upgrade the company image, meet a legal requirement, build company loyalty or esprit de corps. A creative approach should be developed around a primary and secondary objective only; no creative vehicle can be expected to accomplish more.

Target audience.

Who are the readers/viewers/customers? Determine sex, age, job titles, social/economic conditions, employment, geographic concentration. Are they already knowledgeable about the product, or not? What motivates them?

Product description.

What are its features? Ask about specifications, components, manufacture, delivery, other marketing efforts. How is it used in everyday application? What is it that's different, unusual, or unique?

Customer (user) benefits.

How will he or she be better off? Does it save time, effort, money? If so, how much? How relatively important is this to the customer? What are the trade offs (example: higher quality usually means higher price)? Determine all benefits, but rank them—concentrate on the one or two strongest. Be as objective and specific as possible.

Support for benefits claims.

Ask for proof of benefits: test data, focus group reports, user testimonials. Accept only facts, not opinions; only specifics, not generalizations. If possible, get information that is quantified.

Competition.

What similar products/services are available and how good are they? Get names, specifications, prices, good and bad features. Insist on objectivity, not opinions.

Creative considerations.

What limitations or constraints do you have? For example: budget, schedule, size, paper, use of color, number of photographs/illustrations, corporate standards, personal likes/dislikes. Where will complementary creativity (writing/design/illustration/photography) come from?

Distribution.

Where will the ad be run, the brochure be distributed, the mailer be mailed? How does the distribution affect budget, creative time, use of color, and mechanical requirements?

Most important point.

Most communications leave only one overall impression. "If you could choose only one thing the reader/viewer would remember, what would it be?" Make this the primary focus for your creative concept.

Please fill in and email, or be prepared to discuss details of the project. Feel free to contact with any questions.

Date: _____

Company Name: _____

Project Name: _____

Job # (Internal Use Only): _____

Project objectives: _____

Target audience: _____

Product features: _____

Customer (user) benefits: _____

Support for benefit claims: _____

Competition: _____

Creative considerations: _____

Distribution considerations: _____

Single most important point: _____