



# Sample Creative Brief

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## Creative Brief for PRINT

Request a delivery date:

/ /

## My Request

Please provide direction by completing the provided fields below. Sections are divided into project identity, creative purpose, audience, creative preferences, expected results, technical specifications, and what happens next. You are encouraged to attach files and documents to this request.

Our goal is to provide you with the highest quality and the fastest turnaround on your project. Print projects typically take two weeks to complete after the creative brief is accepted. Incomplete creative briefs will be returned. The minutes you spend now will save hours later.

PART  
1

### Project Identity

Name Your Project: \_\_\_\_\_

Provide a Project Number: \_\_\_\_\_ Provide a Billing Code: \_\_\_\_\_

### Personal Identity Information

Provide your name: (First) \_\_\_\_\_ (Last) \_\_\_\_\_

We should reach you with questions by your preferred method of:

Email @ \_\_\_\_\_

Phone \_\_\_\_\_ Ext. \_\_\_\_\_

Text \_\_\_\_\_

Instant Message \_\_\_\_\_ IM Handle: \_\_\_\_\_

Other: \_\_\_\_\_

In your absence who can we contact for answers?

Provide a colleague: (First) \_\_\_\_\_ (Last) \_\_\_\_\_

Email \_\_\_\_\_  Phone \_\_\_\_\_  Ext. \_\_\_\_\_

PART  
2

### Creative Purpose

Select the primary purpose of this print piece: (Choose multiple if appropriate)

To inform  To educate  To inspire  To disrupt  To persuade

Other \_\_\_\_\_

Tell us where this piece will be used and or distributed:

The intent of this piece is to be used in/on:

\_\_\_\_\_ (direct mail, point-of-sale, hand delivered, posted, inserted in other collateral)

and to support/complement/ \_\_\_\_\_

(other collateral, outreach campaigns, inbound, is free standing)

[Continue](#)

## Continued

### PART 3

#### Audience

Select an audience attribute from each category below:

The audience will include your existing customer base:  Yes  No

##### Gender

- Female  
 Male  
 Both

Notes:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

##### Age (multiple)

- Infant  
 Child  
 Youth  
 25 - 35  
 35 - 50  
 50 Plus  
 All

Notes:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

##### Income Level

- Less than \$30,000  
 \$30,000 - \$49,999  
 \$50,000 - \$79,999  
 \$80,000 - \$100,000  
 More than \$100,000  
 All Income Levels

Notes:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

##### Relationship to Brand

- Unaware  
 Aware  
 Intimate  
 All

Notes:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

##### Attitude to Product or Service

- Negative  
 Skeptical  
 Receptive  
 Positive

Notes:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

##### Leaning

- Liberal  
 Conservative  
 Neutral  
 All

Notes:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Share additional information that makes this audience unique:

This audience would rather \_\_\_\_\_ than \_\_\_\_\_ .  
(work/play) (work/play)

This audience would rather \_\_\_\_\_ than \_\_\_\_\_ .  
(watch/do) (watch/do)

This audience is motivated by: \_\_\_\_\_

Other details we should know:

\_\_\_\_\_  
 \_\_\_\_\_

Continue

## Continued

PART  
4

### Creative Preferences

Select the **emotion(s)** and **attitude(s)** you want this piece to evoke:

I would **LIKE!**

Select which emotions you wish to **evoke**: (Multiples as appropriate)

- Curiosity       Relief  
 Admiration     Anxiety  
 Desire             Urgency  
 Others:

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I would **AVOID!**

Select which emotions you wish to **avoid**: (Multiples as appropriate)

- Curiosity       Relief  
 Admiration     Anxiety  
 Desire             Urgency  
 Others:

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VS

Select the **stylistic tone(s)** you prefer:

I would **LIKE!**

Select which stylistic tone(s) you **prefer**: (Multiples as appropriate)

- Formal           Dramatic  
 Trendy          Friendly  
 Casual           Professional  
 Others:

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I would **AVOID!**

Select which stylistic tone to **avoid**: (Multiples as appropriate)

- Formal           Dramatic  
 Trendy          Friendly  
 Casual           Professional  
 Others:

---



---

VS

Share other details and characteristics that describe your preferences for this piece.

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Choose your visual element preferences:

Color Scheme:

- Black and White  
 Use Brand Standard Scheme  
 (fill this in with approved option)  
 (fill this in with approved option)

Imagery: (choose multiple)

- Graphics  
 Photographs BW  
 Photographs Color  
 Drawings

Continue

## Continued

### PART 5

#### Expected results (the goal)

Share how the success of this project will be measured: (Choose multiple as appropriate)

- Increased Awareness Company     Increased Awareness Product/Service  
 Drive Traffic To Our:     Retail Sites     Web Site     Partners/Resellers  
 Increased Phone Inquiries     Partner/Reseller Recruitment     Public Relations  
 Other: \_\_\_\_\_  
 \_\_\_\_\_

### PART 6

#### Technical Specifications

The design team will make technical selections based on the particulars of your request. Please add the high level guidance that may be appropriate.

Share quantity needed: \_\_\_\_\_ finished pieces

Share the expected dimensions for the finished piece

- Leave to the design teams discretion (no preference)  
 Letter size (8.5 x 11)  
 Legal size (8.5 x 14)  
 Tabloid size (11 x 17)  
 Other    \_\_\_\_\_ width x \_\_\_\_\_ height (expect a close proximity)

Select the orientation

- Leave to the design teams discretion (no preference)  
 Landscape (horizontal)  
 Portrait (vertical)

Choose paper attributes:

- Leave to the design teams discretion (no preference)  
 Light (notebook weight)                       Matte  
 Medium (up to post card weight)             Semi Gloss / Eggshell  
 Heavy (card stock)                                 Gloss

## Continued

### What Happens Next?

Once you submit your Creative Request it will be reviewed and assigned to creative. An initial design will be provided to you for urgent review and approval. A final review will be provided with edits, amends or changes requested. A production file or final piece will be produced.

Please share the FINAL REVIEW participants whose approval(s) are required:

Include me in the final review.  Yes  No

Include: (first) \_\_\_\_\_ (last) \_\_\_\_\_

Email address: \_\_\_\_\_ @ \_\_\_\_\_

Include: (first) \_\_\_\_\_ (last) \_\_\_\_\_

Email address: \_\_\_\_\_ @ \_\_\_\_\_

Include: (first) \_\_\_\_\_ (last) \_\_\_\_\_

Email address: \_\_\_\_\_ @ \_\_\_\_\_

Include: (first) \_\_\_\_\_ (last) \_\_\_\_\_

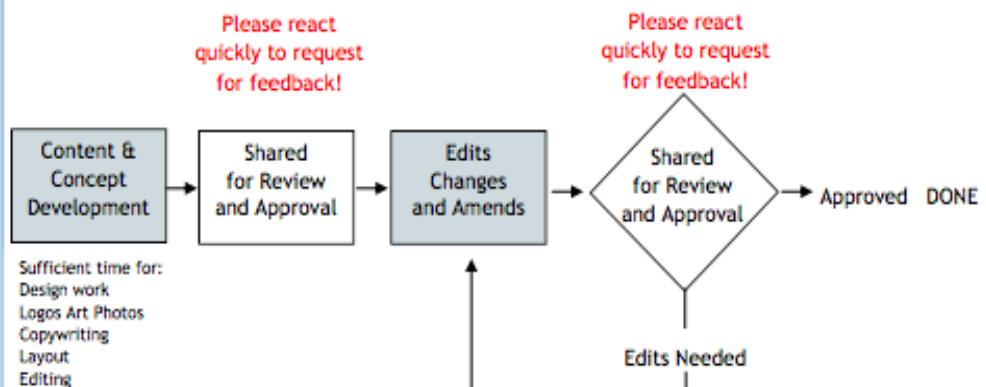
Email address: \_\_\_\_\_ @ \_\_\_\_\_

Include: (first) \_\_\_\_\_ (last) \_\_\_\_\_

Email address: \_\_\_\_\_ @ \_\_\_\_\_

Additional needed reviewers are included on the back in the same format.

Creative workflow process includes YOU.



PART  
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[Sample\\_Creative\\_Brief\\_for\\_Print\\_Projects.pdf](#) 

(<http://dyzz9obi78pm5.cloudfront.net/app/image/id/59106333ad121c860a10b1f1/n/sample-creative-brief-for-print-projects.pdf>)