

The Creative Brief



How to Communicate &
Hand-off Projects to a Creative Team

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This workbook will equip you with the skills to write a clear Creative Brief, resulting in increased efficiency and productivity from a creative team.

What is the Creative Brief?

A document that outlines the project's mission, goals and challenges. It creates clarity by providing the guidelines and boundaries for creativity.

Goals of a Creative Brief

Create Well

- Remove barriers. Get ahead of anything that could get in the way of a successful collaboration. *Ex: starting over or taking steps back because expectations weren't clear from the beginning.*
- Minimize frustrations.
- Honor the teams effort.

Create Clarity

- It's an overview of the project.
- It helps set and manage expectations.

✦ Start with the end in mind

Key Components of a Creative Brief

1. About the Project
2. Timeline
3. Deliverables
4. Assets
5. Creative Direction
6. Copy
7. Special Notes
8. Gratitude

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#1 — About the Project

Question you should answer → What do I know that they don't?

- Explain the project
- Share the strategy
- Provide background information and context
- Share goals and wins
- Share the "why"

#2 — Timeline

Question you should answer → What is the optimal schedule to achieve our goals?

Bonus question: How detailed can I get so I don't see something for the first time on the due date?

- Share the hard deadline
- Communicate touchpoints
- Account for feedback and revisions

#3 — Deliverables

Question you should answer → What needs to be turned in and how do I need it?

- List the deliverables
- Provide specs
- Explain how final files should be uploaded (*Working file and exported PDF*)
- Share file name structures (*KA24 - Trade Tool - Creative Brief*)

#4 — Assets

Question you should answer → What assets does the creative need to succeed?

- Make it easy. Avoid creating a culture where people need to ask for basic information.
- Provide typefaces, templates, files to work from, etc.
- Provide necessary references. (Example: Do they know what an A-Frame is?)

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#5 — Creative Direction

Question you should answer → How do I convey the artistic direction and tone?

- Link to a [deck](#) that explains the vision with strategy, target audience, moodboards, etc.

#6 — Copy

Question you should answer → What details should the creative include in their files?

- Headline
- Event details (date, links, etc)
- Call-to-Action

#7 — Special Notes

Question you should answer → Is there anything else the creative should know?

- Copyright information and/or requirements
- Budget(s)
- Vendor information
- Resource Websites

#8 — Gratitude

Question you should answer → How can I make the team feel valued?

- "You're only as good as your team."
- Say "thank you."
- Make yourself available

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★ You did it!

Congratulations!

You have now completed this workbook on writing a Creative Brief. By following the steps outlined in this guide, you will have a well-crafted brief that will increase the effectiveness and efficiency of a creative team. Don't forget to revisit and refine your brief as needed to ensure it continues to align with your goals. Remember, effective communication is key to the success of any project, and a clear and concise Creative Brief is an essential component of that communication. With your new skills and knowledge, you are now better equipped to tackle creative projects with confidence!

If you found this guide helpful, please don't hesitate to let me know!

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