

Creative Brief

This is our starting point and helps to establish a strong project foundation. It allows us to gain further insight into your organisation, products / services and your future goals. It also acts as an initial brand audit and a way to establish clear project expectations.

details and budget

Business / Company / Organisation Name	
Product / Service / Brand Name	
Client contact name/s	
Contact number/s	
Emails	
Any social media accounts? (e.g. Facebook / Twitter / Instagram / Linked In / You Tube) Please list URLs	
Desired completion date Final approved design in hand ready for use.	
Other project review dates Progress Reviews	
Budget An indication of your budget will allow us to be realistic when we provide project options.	
Any additional information	

project requirements

Components	Tick all applicable components	
	Naming	Singage / Way Finding
	Branding / Logo	Motion / Digital Media
	Brand Voice / Copywriting	Photography
	Design	Illustration
	Web Development	Print Collateral
	Packaging / FMCG	Print Management

tell us more about your organisation

Your Mission / Vision Statement	
What drives your organisation every day and what makes your hearts sing?	
How do you help your customers/clients achieve their dreams.	
What is your organisation's core value and what do you stand for?	
History / Background of your organisation <ul style="list-style-type: none"> - Describe what your organisation does - How long have you been in business - Historical significance linked to your organisation (e.g. events, people, products, location, buildings etc.) - Number of employees - Geographic spread 	
Describe services / products provided <ul style="list-style-type: none"> - Why are they different from anything else on the market? - What is unique or exclusive about them? - Why do people choose your services / products rather than your competitor's? 	
Describe the personality of your organisation / services / products <p>Put yourself in your customer's shoes for a moment.</p> <ul style="list-style-type: none"> - What image do you think you have at the moment? - What is the image you want the business to portray? - What sets you apart from your competitors? - Use appropriate adjectives to form part of your Description (e.g. professional, trustworthy, efficient, friendly, approachable, etc.) 	

tell us more about your organisation

Demographics - who is the target audience and what should we focus on?

Let's establish who your perfect customer is...

There may be one or a few. The more specific, the better.

Try and be as detailed as possible.

- Describe things which are applicable to your organisation / services / products (e.g. Typical age, gender ratio, ethnicity, income, home/vehicle ownership, disabilities, education, employment status / occupation, children, location, lifestyle preferences, marital status)

Who are your competitors?

- List up to six of your main competitors.
- Include their website address if possible.
- What they are like and how do you compare to them?

Potentially look at:

- Products or services they provide and how they market them to customers
- Prices they charge
- How they distribute and deliver
- Their brand and design values
- How they treat their customers
- How do they enhance customer loyalty
- Back-up / follow-up services they offer
- Are they innovative?
(business methods / services / products)
- Staff numbers and calibre of staff they attract
- Are they technology-aware (website / email marketing)
- The business owner/s, what sort of person are they
- Media activities - are they active on their website, in local newspapers, on radio, on television, on any outdoor advertising
- Their customers:
(who they are, products or services different customers buy from them, what customers see as your competitors' strengths and weaknesses, are there any long-standing customers, any recent increase in new customers)
- Their business strategy:
(types of customers being targeted, any new products being developed, financial resources they may have)

Future adjustments we may need to consider

Advise of any future plans for your organisation which may need to be considered when creating your new brand?

- Are you planning to move your organisation to a new location / premises.
- Do you plan to expand or reduce your service / product offerings?

project / brand vision and objectives

List the challenges you feel your brand / service / product is facing

Where do you want to go?

What are the mid and long-term goals for your organisation and how will you achieve them?

Examples:

- What are your growth targets for the next three years? (Turnover and profit)
- What will the business look like when you get there? (i.e. How many staff members, how much business will you be doing?)
- Will you achieve this by attracting new customers or maybe a different type of customer?
- Will you achieve this by selling something new or selling more to existing customers
- Will you need to improve efficiency to achieve this?

Key organisational objectives

Marketing objectives

Description of your intended marketing approach. Include details such as any advertising and promotional plans, media outlets, distribution etc)

How are you seen (or how do you want to be seen) in the market place?

Be as objective as possible.

- How are you seen at present?
- Where do you think you rank amongst your competitors?
- Where do you think your target customers would rank you, based on your current brand and reputation?
- Is your brand in line with where you want to be on that list?

Desired outcome/s - what do you want to achieve with this project?

Refer back to above - "where do you want to go?"
How will this project help set you up to achieve those goals?

design considerations

<p>How would you classify the style of your organisation / services / products?</p>	<p>Select no more than two options.</p> <table border="0"> <tr> <td>Modern</td> <td>Eco / Enviro</td> <td>Kids / Baby</td> </tr> <tr> <td>Elegant</td> <td>Natural / Earthy</td> <td>Artistic</td> </tr> <tr> <td>Sophisticated</td> <td>Funky / Youth</td> <td>Fresh</td> </tr> <tr> <td>Professional</td> <td>Retro / Vintage</td> <td>Fun / Quirky</td> </tr> </table> <p>Any other words you would like to use to describe the required look / feel?</p>	Modern	Eco / Enviro	Kids / Baby	Elegant	Natural / Earthy	Artistic	Sophisticated	Funky / Youth	Fresh	Professional	Retro / Vintage	Fun / Quirky
Modern	Eco / Enviro	Kids / Baby											
Elegant	Natural / Earthy	Artistic											
Sophisticated	Funky / Youth	Fresh											
Professional	Retro / Vintage	Fun / Quirky											
<p>Existing organisational brands</p> <ul style="list-style-type: none"> - Does this new brand need to integrate with an existing brand? - Does this new brand need to complement existing brand elements (logos, fonts, colours)? 													
<p>Brand applications</p> <p>Outline where you think your brand will be applied so this can be considered during the creative process. (e.g. Corporate literature, stationery, vehicles, billboard / signage, exhibitions / trade shows, promotional products etc)</p> <ul style="list-style-type: none"> - Do you have any existing branded materials and will these need to be replaced? - Do you have existing assets or collateral and how will the new brand work with them? 													
<p>Current marketing material</p> <p>Please list any marketing material and campaigns which are currently active. We may need to make allowances for these. Are examples available? If so, please attach to this brief.</p>													
<p>Packaging projects - product purpose and function</p> <p>In order to develop appropriate design, we need to know what the product is supposed to be able to do, who will be using it and in what circumstances.</p>													
<p>Regulatory issues (e.g. Product labelling requirements / laws)</p>													
<p>Any specific or existing imagery that needs to be considered</p> <p>Please provide details / reason.</p>													

design considerations

<p>Any specific colours you would like considered? Please provide details / example / reason.</p>	
<p>Any specific fonts you would like considered? Please provide details / example / reason.</p>	
<p>Logos / brands / styles you like? Please provide URLs / reason.</p>	
<p>Logos / brands / styles you do not like? Please provide URLs / reason.</p>	
<p>Attachments Provide anything you may want considered as part of the design process. List what you have attached here. (e.g. existing logos, sketches of prototypes, examples of designs or products (as benchmarks or comparison))</p>	

scope / measures

<p>Project scope List of everything you expect this project to deliver.</p>	
<p>Not in scope List of items not required in this project.</p>	
<p>Measures of success How will you gauge whether the design is appropriate and meets your objectives:</p> <ul style="list-style-type: none"> - Pre-launch - show samples to your existing / potential customers, run a survey? - Post-launch - analyse your financials / bottom line, request customer reviews, run a survey? 	

let's talk!

Clicking **'EMAIL BRIEF'** will save a copy of this completed creative brief and attach it to an email message addressed to hello@vsdcreative.com.au