

Developing a Creative Brief

A creative brief is a framework or foundation for your creative approach. It contains a well-identified and articulated summary of the key factors that can impact a project: background overview, target audience details, information on competitors, short- and long-term brand and business goals, as well as specific project particulars.

A creative brief is usually a series of questions that the designer asks the client before starting a project.

- **Project Summary:** State general project information, goals, and relevant background information for the project. This paragraph should be a statement overview of the project as a whole.
- **Audience Profile:** Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is.
- **Perception/Tone/Guidelines:** How do you want your target audience to respond to your project? What adjectives can be used to describe the way the project and organization should be perceived?
- **Communication Strategy:** What is the overall message you are trying to convey to your target audience? How will we convince them? How will you convey the overall message? For example: fun, community oriented, reliable, eco-friendly, socially conscious, etc.
- **Design Summary:** How will you take the objectives and tone you just settled on and create a dynamic set of collateral for this project?

Brand Categories

Choose a category from this list below to create your new unique brand or re-brand an existing brand.

1. **Food & Drink:** Energy Drink, Snack Brand, etc.
2. **Retail:** Beauty/Cosmetic Line, Active Sports Brand, etc.
3. **Hospitality:** Hotel, Restaurant, etc.
4. **Lifestyle:** Magazine, Blog, etc.
5. **Cause:** Non-profit Organization
6. **Creative:** Artist brand, Band, etc.

1st Step : RESEARCH

Research existing brands.

Using the questions from the creative brief, analyze this pre-existing brand.

Write down what you find. Examine their overall strategies.

Examine the strengths and weaknesses of this existing brand.

What areas is this brand excelling in?

Where is there room for improvement?

What strategies and methods can you learn from this brand?

Take the best strategies from your research and incorporate them into your idea.

Don't just copy an existing brand for your project.

Instead take this inspiration and go somewhere new with it.

Now, answer the questions on the first page for YOUR BRAND.

You can create a brand from scratch (a brand new idea) or you can re-brand and existing brand.

Save this Project as word, or text document and bring on a flash drive to class next week.