

# TEN TOP TIPS TO WRITING YOUR CREATIVE BRIEF

ASK YOURSELF THE FOLLOWING THREE QUESTIONS

**01** WHO ARE WE?  
WHAT DO WE DO?  
HOW DO WE DO IT?

**02** KEEP ASKING YOURSELF  
WHAT IS YOUR GOAL?  
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WHEN DO YOU WANT TO ACHIEVE YOUR GOAL?  
BE REALISTIC AND ALLOW EVERYONE,  
INCLUDING YOURSELF, THE TIME THEY NEED!

**03** DEADLINE

**04** AUDIENCE



WHO ARE YOUR COMPETITORS?  
SHOW THEM TO YOUR DESIGNER

**05** BRAND GUIDELINES

IS YOUR PROJECT PART OF AN EXISTING CAMPAIGN?  
SHOULD IT FOLLOW ANY BRAND GUIDELINES?

BACK TO BASICS

WORDS  
IMAGES  
SIZE  
FORMAT  
PAGES  
COLOURS  
FINISHES  
QUANTITY

WHAT IS YOUR BUDGET?

**08**

**06** HOW LONG

THINK ABOUT LONGEVITY

**07** TO TELL US EVERYTHING  
DON'T HOLD BACK

