

Creative Brief for PRINT

Request a delivery date:

____ / ____ / ____

(Resource availability will impact 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. _____

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 _____

PART
2

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](#)

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:

**PART
3**

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:

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:

I would **AVOID!**

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

- Curiosity Relief
- Admiration Anxiety
- Desire Urgency
- Others:

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:

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.

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

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)
- Medium (up to post card weight)
- Heavy (card stock)
- Matte
- Semi Gloss / Eggshell
- Gloss

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: _____ @ _____

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Email address: _____ @ _____

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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.

