

# Creative Brief —

## Project Title

### Background / Overview

#### Goals

*What's the primary business goal of the project?  
(optional) What are any subgoals for this project?*

*Also consider: Are there any non-goals?*

#### Audience

*Who is the primary audience for this project?  
(optional) Who is the secondary audience for this project?*

*Also consider: Are you targeting a particular persona, a vertical, or a segment?  
Are you targeting an audience at a particular stage in the funnel?*

#### Metrics for Success

*How will you know you've succeeded?*

#### Constraints

*Any constraints we're working with - creative considerations, budget, resources, etc.*

#### Questions

*Key questions to discuss with the team.*

#### Team

*List all stakeholders on the project.*

*Owner:*

*Support:*

#### Timeline

*What are your hard & soft deadlines?  
Are there any key milestones you want to lay out?*

#### Scope of Work / Deliverables

*Define output, err on the side of over communicating, prioritize the scope/deliverables,  
consider using phases.*

#### Additional Resources

*Link to any additional files, external resources, inspiration, examples etc.*

#### Optional Sections

*Budget*

*Key Milestones*

*Proposed Next Steps*

*Principles / values*

*Draft concepts*

*Market research*

*Add other sections as project evolves*