

OZG Works Creative Brief

The creative brief is the core document for the project. It defines the project, enables the project plan to be developed and is the main point of reference during the development process in terms of keeping the project on target. Furthermore, the Brief enables everyone involved to quickly understand and focus on the key elements of the project. Use this outline as a reference for the Creative Brief Form below. Please provide a thorough response to each question. The more information you provide the easier it will be to define your business goals, processes, and values.

- **Overview**
 - General project information
 - Goals
 - Measurable Objectives (*Benchmarks to measure progress towards goals*)
 - Deliverables Needed (*Deliverables can change during the creative process*)

- **Primary audiences** - Provide enough detail to define who the audience is. Include some user demographic and psychographic (Interests, Attitudes, and Opinions) information if possible.
 - Who are your primary target audiences? (*Occupation, age range, gender, interests*)
 - How will your audiences use this brochure, white paper or website?
 - What should be avoided in talking to these audiences?

- **Tone and Image**
 - Elegant, formal, casual, etc ?
 - What do the audiences believe or think, before you start communicating with them?
 - What tone and imagery should we use to engage them?
 - Specific visual goals?

- **Messages: Features, Benefits and Values**
 - List top features and/or facts about the organization and its value to target audiences
 - How do these stack up against the competition?
 - If you could get one simple message across, what would that be?
 - How would you prove it?
 - Other major points?

- **Budget and Schedule**
 - Has a budget been approved?
 - When must the message get to the audience for greatest impact
 - What is the due date for the finished work?

- **Process**
 - Who is the point person?
 - What is the internal review and approval process?
 - Who needs to sign off on final execution?

- **Anything else?**
 - How many rounds of revisions should be included in the bid for the job?
 - List miscellaneous requirements

Project Title:

Overview: *(Project information, goals, measurable objectives)*

Deliverables Needed: *(Copy, design, printed materials, and/or mailing?)*

Primary Audiences: *(Who are they, how will they use this brochure or website, what should be avoided in talking to these audiences)*

Tone and Image: *(Formal or casual, what do target audiences believe before you communicate with them, what tone and imagery will be most effective, specific visual goals ?)*

Messages: Features, Benefits and Value *(Prioritize the top features and/or facts about the program, service or organization you're marketing, and its value to target audiences. Outline how it compares to the competition. What's the one sentence that summarizes its unique value? Other key points?)*

Budget and Schedule: *(Has a budget been approved? When must the message get to the target audience for greatest impact? Due date for finished work?)*

Process: *(Who is the point person? What is the review and approval process? Who will sign off on final execution?)*

Additional Information: *(How many rounds of your organization's revisions should the writer or designer build into the estimate? Any unique specifications you need to share?)*