

CREATIVE BRIEF

[Project name — Spring 2026 Demo Push, etc.]

[One-line summary: what this brief is asking the creative team to make]

Owner [Brief author — name and role]
Approver (all rounds) [One named person, with email]
Brief sent [YYYY-MM-DD]
Brief size [Full / Repeat / Edit]

BACKGROUND

Two sentences. Why this work exists, what campaign or initiative it sits inside, what is in scope vs. briefed elsewhere.

[Background — two sentences.]

OBJECTIVE

What changes for the business if this works. A measurable number, not a feeling.

[Primary objective with a number and a date.]

[Secondary objective, optional.]

AUDIENCE

Pick one primary. Context, not demographics.

Primary — [Who they are, in one sentence with context.]

Secondary — [Who else benefits. Optional.]

What they already know — [...]

What they should feel — [...]

Action — [The one thing they should do after seeing the work.]

SINGLE MESSAGE

One sentence. The thing the audience should walk away believing.

[One sentence. Not a positioning statement.]

TO NE

Three adjectives the work should be. Three it should not.

[Three positive adjectives.]

[Three negative adjectives.]

MANDATORY COPY

Words that must appear verbatim — CTA, legal lines, disclaimers, taglines.

- [**Verbatim copy** — context: where it goes, why it must be exact.]
- [...]

MANDATORY NOT

Things that must not appear. Where almost every late-stage legal flag comes from.

- [Do not ...]
- [Do not ...]
- [Do not ...]

DELIVERABLES

One row per asset. Format, dimensions, colour profile, count, file naming, where it gets uploaded.

- [N × surface, dimensions, format]
- [...]

File naming: [pattern]

Upload to: [path or URL]

CHANNELS

Every surface the work has to land on. Channel determines the spec.

[List every channel. Note anything explicitly excluded.]

REFERENCES

Linked, never pasted inline. Captions on the mood-board images and the “don’t” gallery.

- **Brand kit** — [link]
- **Mood board** — [link] (N images, each captioned)
- **Don’t gallery** — [link] (past work that was rejected, with reason)

OUT OF SCOPE

What this brief is not asking for. The strongest defence against scope creep.

- [Briefed separately ...]
- [Not in this round ...]
- [Deferred ...]

TIMELINE

Three dates minimum: first concept, revision round, final files. One named approver per round.

- **Concept due** — [YYYY-MM-DD]
- **Round 1 review** (approver: [name]) — [YYYY-MM-DD]
- **Revisions due** — [YYYY-MM-DD]
- **Round 2 review** (approver: [name]) — [YYYY-MM-DD]
- **Final files due** — [YYYY-MM-DD]

Reviewers (input → approver before each meeting): [names + roles]

BUDGET & SCOPE LINE

What the budget covers. What triggers a change order.

[\$ total] — covers concept, N directions, N rounds of revision, all deliverables listed above.

Round N+ = change order, [\$ per round], signed off by [approver].

SUCCESS METRICS

The KPIs the work is judged against. Numbers, not feelings.

- [Metric with a number and a date.]
- [Secondary metric.]

DEFINITION OF DONE

How will both sides know the work is finished?

[Files uploaded to ___ in formats ___, named per ___, approved in writing by ___, master files in ___.
Post-mortem doc opened.]

OPEN QUESTIONS (as of [date])

Numbered list of in-flight questions. Owner + default if no answer arrives in time.

Q1. [Question.]

Owner: [name]. Default: [what happens if no answer in time.]

Q2. [...]