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**CREATIVE BRIEF**

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# Introduction

A creative brief is the first attempt to articulate the goals of a project, define its perimeters, audience, and competition. It serves to focus your conversations with team-members, stakeholders and clients. Throughout production you can refer back to this document to make sure you’re still on message. Note: the contents of the brief may change as, in the process of development, you learn more about what you’re making.

All projects have unique needs and no single creative brief will suit the needs of all development but this template will get you started. Feel free to adapt this document to your needs. Here are some things to keep in mind:

* Collaborate. Interview your stakeholders so you can internalize their goals. Be sure to include anyone who is in the approval pipeline. You don’t want nasty surprises once production is in swing.
* Keep it brief. It’s okay to do a brain dump at first but whittle it down to the essentials before your share the document. People won’t read it unless it’s succinct and if people don’t read it the value is limited.
* Focus on meaningful descriptors. Words like ‘cool’ and ‘interesting’ are useless. Dig deeper. What does ‘cool’ mean to you?
* Describe your features. What makes your product/project distinct?

# How to use this document

Simple. Answer the questions below. You want to replace the questions supplied here with brief, descriptive and declarative copy.

Start with what you know then start filling in the rest, tracking down answers through research and interviews with team-members, clients, stakeholders, etc. Some of the questions may seem obvious and you may not want to write a response. Try it anyway. Sometimes the things we assume to be true aren’t the truths of the people around us and writing them down helps expose these differences. Because every project is different not all questions may apply to your development.

Use this as a test-case scenario: does the brief describe your project clearly enough that is makes sense to a reader who has no familiarity with your concept?

# The Brief

## Description

What are you making? Is it a product or service?

Why are you making this?

Who is your client?

What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service?

What’s the opportunity?

Are there existing research, reports and other documents that help you understand the situation?

What is the personality of your project? What adjectives describe the feeling or approach?

What’s your marketing plan?

Word of mouth? Which social channels?

Which press can you contact to help promote your show?

## Goals

What are you goals for the project?

What are your top three objectives?

How will you evaluate/define success (revenue, audience size, critical opinion, etc)?

Is there mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions?

## Audience

Who are you talking to?

What do they think of you?

Why should they care?

What are the important demographics/psychographics (age, gender, interests, location, etc)?

## Competition

Who is the competition?

What does your competition do well?

Where are they missing opportunities?

What other products fulfill this same need?

What are they telling the audience that you should be telling them? SWOT analysis on them?

How does your project different from the competition?

## Obstacles/Risks

Anything that slows you down. Could be practical things like money or more abstract concepts like self confidence. List them all.

Why are you the person to make this?

What skills do you lack to make this happen? Does your team round out gaps in your skill set? Where do your skills overlap?

## Process

Who are you reporting to?

Who exactly is approving this work?

Who needs to be informed of our progress? By what means?

Who can you rely on to help you out?

Do you have/need some way to track progress ([Agile](http://agilemethodology.org/), [Scrum](https://en.wikipedia.org/wiki/Scrum_(software_development)), [Kanban](https://en.wikipedia.org/wiki/Kanban_(development)), [Trello](https://trello.com/), etc)?

## Timeline

Is there an external date that affects your timeline?

How much time do you estimate development will take?

How quickly can you prototype your idea?

Are their milestones associated with your development?

Do you need to account for development stages (rototype/alpha/beta, prototype/core-feature/all-features/polished, etc)?

## Budget

What is your budget?

How will your budget affect your ambition and goals?

Is your project self-funded?

Is outside funding available?

How long will it take post-launch to recoup your investment?

How much do you have to spend on development?

How much do you expect to make?

How much will collaborators be paid?