



# guide to the... **creative brief**

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Your marketing doesn't just tell your customers about your products and services, it also tells them about your attitude to the environment. We work with suppliers to ensure they recognise and reduce the environmental impact of their products or services.



## **Guide to information required for a creative brief**

The more information relating to the project that can be included in the brief, the more likely the final result will meet your exact requirements. This is a guide only and some sections may not be necessary or may not be relevant for certain projects.

### **Project Title:**

#### **Overview:**

- General project information
- Marketing goals for the project
- Measurable objectives

#### **Deliverables Needed:**

- Copy
- Design
- Images/Illustrations
- Printing, and/or mailing?

#### **Primary Audiences:**

- Who are they?
- How will they use this marketing material?
- What should be avoided in talking to these audiences?

#### **Tone and Image:**

- Funny and casual, or formal
- 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 main contact person on the project?
- What is the internal review/approval process?
- Who will do final sign off of the project?

#### **Additional Information:**

- How many rounds of revisions should be built into the estimate?
- Any other unique specifications/requirements you need to share