



CREATIVE BRIEF

CREATIVE STRATEGY – WEBSITE PROJECT

NOTE: Before filling out this brief, please first identify the decision-makers for this project and include their opinions in your responses.

MESSAGE

1. What is the primary message you wish to convey with this site?
2. What are the secondary objectives you hope to achieve?
3. What are the overall goals of the site?
4. Who is your target audience? Secondary audience?
5. How does the company differentiate itself from competitors?
6. What are the key reasons customers choose your company?

CREATIVE

1. Describe any visual elements or styles that need to be utilized from existing marketing materials or collateral, if any.
2. List any websites you find compelling. What do you find most interesting about these sites?

3. List websites of competitors and briefly state what you like and dislike about their overall sites.

4. KEYWORDS Please choose from the following list the three most important words which describe how you'd like your business to be perceived by potential clients:

Dependable	Unique	Conservative	Elegant
Progressive	Integrity	Upbeat	Trendy
Traditional	Fun	Funky	Artsy
Established	Serious	Modern	Down-to-business
Edgy	Ironic	Traditional	Friendly
Strong	Precision	Fast-paced	Hi-Tech
Enthusiastic	Mainstream	Cutting-edge	Humorous

Or list your own:

5. Choose the MOST important word from above and expand on the idea.

6. Is this different than current image perception?

7. What do you feel is the biggest challenge in getting this image across to customers?

ACTION

1. What is the primary action you wish your target user to take from the main page of your site?
2. What is the primary action you wish your target user to take before leaving your site? Is it the same action as #1? If not, please describe.
3. What elements are key items you wish to be available on every page?

MARKETING

1. Briefly, what are your short-term marketing goals (in the next 1-2 years)

2. How do you anticipate this web site helping to reach those goals?

3. Do you have an existing or planned marketing strategy in mind to promote this site? If so, please describe.

4. What do you feel is your number one business problem? (Examples: change image, increase customers, promote company, etc.)

5. What methods of distributing the URL are currently being utilized?

6. Do you currently use social media in relationship to the company? Please list venues and how you make use of them.

7. Do you currently use email marketing in relationship to the site?

8. Do you do any ad campaigns – print or web? Please describe.

9. Do you do any direct marketing? Please describe.

10. Do you have any interest in search engine optimization (optimizing your site to get higher ratings on Google searches).

ADMINISTRATION

1. Who are the primary contacts from your organization and who has final approval on the project? (Please list names, titles, email addresses and phone numbers if applicable)

2. What is your target launch date? What are the factors surrounding this deadline?

LEGAL

1. Are there legal issues that require attention? (Examples: copyrights, trademarks, servicemarks, trade secrets, patents, etc.)

NOTES

1. Anything further to keep in mind?

THIS INFORMATION IS USED TO DEVELOP AND IMPLEMENT PROCEDURES IN CREATING THE PROJECT REQUESTED. YOU AGREE ALL INFORMATION SUBMITTED IS CORRECT.

CLIENT NAME: _____

APPROVAL SIGNATURE: _____

DATE: _____