

Creative Brief Checklist

Before You Brief 9 WON WON

A well-prepared brief saves time, budget, and creative energy. Use this checklist to ensure you have everything ready before your first strategy session.



Section 1: Project Overview

Field	Question
Project Name	What is the name of this project?
Project Type	(Check all that apply) <input type="checkbox"/> Media Production <input type="checkbox"/> Advertising <input type="checkbox"/> Event Management <input type="checkbox"/> Creative Branding <input type="checkbox"/> Print & Fabrication <input type="checkbox"/> Web & Digital.
One-Liner	Describe the project in one sentence.
Background	Why is this project needed now? What triggered it?

Section 2: Core Objectives

Field	Question
Primary Goal	What is the single most important outcome?
Secondary Goals	What other results would make this a success?
Success Metrics	How will you measure success? (e.g., sales, views, attendees, engagement, brand recall)

Section 3: Target Audience

Field	Question
Primary Audience	Who is the main audience? (Age, location, profession, income, interests)
Secondary Audience	Who else needs to be reached?
Pain Points	What problems or frustrations does your audience have?
Aspirations	What does your audience dream of or desire?
Where They Engage	Where do they spend time? (Social media, TV, events, print, search, radio)

Section 4: Key Messages

Field	Question
Core Message	What is the one thing the audience must remember?
Supporting Messages	What 3-5 additional points reinforce the core message?
Call to Action	What should the audience do after engaging? (Visit, call, buy, register, donate, share)

Section 5: Brand Identity & Tone

Field	Question
Brand Personality	(Check all that apply) <input type="checkbox"/> Professional <input type="checkbox"/> Bold <input type="checkbox"/> Warm <input type="checkbox"/> Playful <input type="checkbox"/> Elegant <input type="checkbox"/> Edgy <input type="checkbox"/> Trustworthy <input type="checkbox"/> Innovative
Tone of Voice	(Check one) <input type="checkbox"/> Formal <input type="checkbox"/> Conversational <input type="checkbox"/> Inspirational <input type="checkbox"/> Humorous <input type="checkbox"/> Authoritative <input type="checkbox"/> Empathetic

Field	Question
Brand Colors	Do you have existing brand colors? If yes, please share hex codes or attach a PDF.
Existing Assets	Attach any existing logos, videos, photos, or brand guidelines.

Section 6: Deliverables

Field	Question
Specific Outputs	List exactly what needs to be delivered. (e.g., 2-minute brand film, 10 social media ads, 500 brochures, 1 product launch event)
File Formats	What formats are required? (MP4, PDF, PNG, AI, PSD, Print-ready, Web-ready)
Quantities	How many units? (For print, merchandise, or multi-location events)

Section 7: Timeline

Field	Question
Ideal Start Date	When would you like the project to begin?
Internal Review Deadlines	When will your team provide feedback?
Final Delivery Date	When must the final deliverables be ready?
Hard Launch / Event Date	Is there a fixed launch or event date? If yes, please specify.

Section 8: Budget

Field	Question
Budget Range	(Check one) <input type="checkbox"/> Under PKR 500,000 <input type="checkbox"/> PKR 500,000 – 1,500,000 <input type="checkbox"/> PKR 1,500,000 – 5,000,000 <input type="checkbox"/> PKR 5,000,000+ <input type="checkbox"/> Custom / Enterprise
Budget Type	<input type="checkbox"/> One-time project <input type="checkbox"/> Monthly retainer <input type="checkbox"/> Event-specific <input type="checkbox"/> Phased rollout
Additional Notes	Any budget constraints or flexibility to share?

Section 9: Decision Makers & Approvals

Field	Question
Primary Contact	Name, title, email, phone number
Approval Authority	Who has final sign-off?
Stakeholders	Who else needs to be consulted or informed?
Review Process	How many review rounds are expected? Who participates?

Section 10: Competitors & Inspiration

Field	Question
Main Competitors	List 2-5 key competitors in your market.
Admired Brands	Which brands (inside or outside your industry) do you admire? Why?
What to Avoid	What styles, tones, or approaches do you dislike?
Reference Examples	Attach links or files showing work you like (even from other industries).

Section 11: Additional Context

Field	Question
Past Efforts	Have you tried similar projects before? What worked? What didn't?
Constraints	Any legal, regulatory, cultural, or platform-specific restrictions?
Special Requests	Anything else we should know?



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