

CREATIVE BRIEF

This brief is provided by Clientish as a free, editable starting point. Complete it with the client before any creative work begins, hold the line on one key message and one named approver, and get it signed off. Use one brief per deliverable. The creative team is measured against this brief.

Project	[Project name]
Client	[Client name]
Prepared by	[Name]
Date	[Date]
Deliverable this brief covers	[e.g. campaign landing page]

1. Project Background

Why does this work exist? What is the launch, campaign, or problem behind it?

[]

2. Objective

What must this specific deliverable achieve? State an outcome, not a task.

Good: "Drive demo sign-ups from mid-market SaaS buyers." Not: "Design a landing page."

[]

3. Target Audience

Describe beyond demographics. What do they want, worry about, and respond to?

Element	Detail
Who they are	[role, company size, context]
What they want	[]
What they worry about	[]
What moves them to act	[]

4. The Single Key Message

One thing the audience should take away. Not a list.

[]

5. Tone and Personality

How should the work feel? Use adjectives and "like this, not that" pairs.

Element	Detail
Tone (adjectives)	[e.g. confident, premium, plain-spoken]
Feels like	[]
Does NOT feel like	[]

6. Deliverables and Specifications

Exactly what is being produced. Formats, dimensions, lengths, quantities.

Deliverable	Format / specs	Quantity
[]	[]	[]
[]	[]	[]
[]	[]	[]

7. Mandatories (Non-Negotiables)

Everything every version must include.

Done	Mandatory
[]	Logo (correct version)
[]	Call to action: []
[]	Tagline / key line: []
[]	Legal / compliance line: []
[]	Brand colours and fonts
[]	[Other]

8. References and Inspiration

Like / Dislike	Example (link)	Why
Like	[]	[]
Like	[]	[]
Dislike	[]	[]

9. Practical Details

Item	Detail
Budget	[]
Concepts due	[date]
Client feedback due	[date]
Final delivery	[date]
Final approver (one named person)	[Name + role]

10. Sign-off

By signing, the client agrees this brief is the direction the work will be measured against.

Client	Agency
Signature: _____	Signature: _____
Name: []	Name: []
Date: _____	Date: _____

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