

Creative
brief

This is the brief, although not so brief, where you tell us who you are, where you are, your pain and your goals. Go deep. Think hard. Share everything—we'll never divulge.

profile

Who are you? What do you do? For how long? How many employees? Annual turnover? How is your company unique or different?

market

Which market segment are you in? Who is your biggest competitor? What techniques do your competitors use to reach their audience? Where do you rank? What are the current market pressures and influences? Disruptors? How are you preparing?

target

Who buys or uses your products or services? How do they buy? When and/or how often do they buy? What complementary products or services does your target audience buy or use?

challenges

What lead you to this project? What are your pains? Where do you struggle the most? How do you face competition? What is happening to the competitive landscape? What trends are you aware of? Are you influencing or reacting? How loyal are your customers?

opportunities

Is there a gap in the market? New competition? A trend you see coming? An acquisition target? A fresh, different approach? New talent? New tech?

objectives

What does success look like? Is it increased sales? If so, how much? Is it decreased margins? Increased share of market? New product or service launch? New market? New geography? Brand repositioning? Bigger and better everything? Not entirely sure how to define your objectives?

budget

How much time and money can you invest in the success of this project?

time

When can you start this project? When would you like it completed?