

01 / FIELD TOOL

CREATIVE BRIEF

Turn a business problem into a clear creative opening.

People have a million things on their minds and they do not want to see the thing you are about to make. Start by making the problem worth solving.

Client / Project

Name the work clearly.

Why are we advertising / communicating?

What business or human problem needs to change?

Who are we talking to?

Go past demographics. Who are they, really?

What do they currently think?

Where are we picking them up?

What would we like them to think?

Where are we trying to take them?

What is the single most persuasive idea we can convey?

One idea, not five.

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Constraints should define the field without dictating the answer.

Why should they believe it?

What proof, truth, or evidence closes the credibility gap?

Creative guidelines

What is non-negotiable? Where do we have room?

Deliverables

What actually needs to be made?

Timeframe

What are the real decision points and deadlines?

How will we know it worked?

Define success before the work starts.

BEFORE YOU KICK OFF

Can the team explain the problem in one sentence?

Is the audience described like human beings, not a media plan?

Is there one persuasive idea at the center?

Are the constraints clear without prescribing the execution?

Would a creative person read this and want to solve it?