**[THE CREATIVE BRIEF: the 10 things it must include](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**

[What’s a creative brief?
In the best cases, a creative brief is a document created through initial meetings, interviews, readings and discussions between a client and designer before any work begins. Throughout the project, the creative brief continues to inform and guide the work. A good creative brief will answer these questions:
• What is this project?
• Who is it for?
• Why are we doing it?
• What needs to be done? By whom? By when?
• Where and how will it be used?](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)

[The 10 most important things to include in a creative brief
1.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[Background Summary](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[: Who is the client? What is the product or service? What are the](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[strengths](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[,](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[weaknesses](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[,](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[opportunities](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)** [and](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[threats](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)** [(or](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) ***[SWOTs)](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)*** [involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?
2.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[Overview](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?
3.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[Drivers:](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)** [What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?
4.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[Audience](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[: Who are we talking to? What do they think of us? Why should they care?
5.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[Competitors](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?
6.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[Tone](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[: How should we be communicating? What adjectives describe the feeling or approach?
7.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[Message](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?
8.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[Visuals](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?
9.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[Details](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?
10.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include) **[People](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)**[: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)

*[Terry Lee Stone is a Los Angeles-based creative manager and writer. She teaches the business of design at Art Center College of Design. The author of several books on design, her recent series is called](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)* [Managing The Design Process](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)*[, published by](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)* [***[Rockport Publishers](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)***](http://www.rockpub.com/)*[. Visit her](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)* [***[website](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)***](http://terryleestone.com/)*[; buy her books](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)* [***[here](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)***](http://www.amazon.com/gp/product/1592536174?ie=UTF8&tag=felandwir00-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=1592536174) *[or at your favorite bookseller.](https://www.mohawkconnects.com/feltandwire/2011/02/08/the-creative-brief-10-things-it-must-include/%22%20%5Co%20%22Permanent%20Link%20to%20The%20creative%20brief%3A%2010%20things%20it%20MUST%20include)*