**SAMPLE CREATIVE BRIEF**

**Project: Website Redesign**

**Client:** Client Name

**Project Number:**

**Date:**

**Delivery:** Designs date; Content date; Approvals date; Launch date

Note: This is a simple combination brief that includes messaging and website requirements, with the focus on messaging. The example text under each question contains suggestions that could apply to any company. Use them as a starting point for your own questions. Think creatively and be able to place yourself in the mind of your customer. More detail will almost always result in a better outcome.

**What is the background of this project?**

Describe the basic history, market position, recent changes in company or industry.

**What is the objective of this project?**

Describe objectives- brand refresh, update look and feel, new content, audience growth, brand recognition, reposition competitive issues, increased registration for services, increased form fills, etc. Support these with proof points- why do you believe these things are necessary, possible, and how will they impact your business?

**Who is the target audience?**

This should include as many parameters as possible, including audience personas if you have them. You probably have multiple audiences, dependent on service or product offerings. Identify which content in the site would be most important to each.

**What do we want the target audience to think/believe?**

Avoid marketing fluff (“We are the leader…”). Define how you want your audience to feel about your products or services, and why. Can you solve their problems? Are you approachable and easy to work with, or does your process instill confidence? Do you have the broadest service offering? Are you the most affordable or the most qualified? Are you the prestige brand? Can you prove it?

**What is the single most important thing we can say?**

The absolute top-line message that defines the most important consideration for your primary audiences.

**What are supporting reasons (proof points) for our target audience to believe what we are saying?**

Have you received multiple service or sales or design awards from industry organizations, manufacturers? Do you have a provable high satisfaction rate? Do you have a sustained growth rate and largest market share?

**What are we asking the target audience to do?**

Contact you directly, or a distributor or sales agent? Submit a form? Keep you top-of-mind for the future, or buy something now? Read research or learn a new subject? Become a brand advocate?

**What is the brand personality and tonality to be conveyed?**

What is your existing brand personality? Are there chosen ways of saying things, trademarked or not? Does this project change that or fit right in?

**Why would the audience NOT choose to do business with you?**

Why? What’s your reputation? Are you unknown? Have there been known issues with products or services? Do we have to turn customer or public opinion around?

**Who are our competitors on this product or service?**

If you’re a local auto repair shop don’t pick GM as your competitor. Keep it real, pick actual or aspirational competitors, and explain any advantages they may have over you. This is especially important if we are going to do Gap Analysis for website content.

**Executional guidelines:**

* Design execution: styles, colors, type treatments…

* Photographic styles:
* Website interactive features should include:

**Current website images:** (include likes and dislikes if not addressed above)

**Competitive website images:**

URL: Home Page and interior page example (include likes and dislikes for each)

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**Current Site Plan:**

If this is an addition or revision to an existing site, explain how you think site structure and navigation should be modified. If it is a new site design, work together with your agency to review site use, business priorities, and best practice to determine site structure and navigation. Try to avoid creating content areas that are more than 3 clicks down, or putting non-essential business information in the way of customers. “About” is rarely the most important content.

**Site Main Navigation (Proposed)**

**Home** (includes features a, b, c and d; messaging banners in rotation, welcome content, live events listing, funnel design for market segments 1 and 2; secondary focal points for Product A, Product B.

**Products**

* Product A (includes product image, description, performance data, link to data sheet, etc.)
* Product B
* Product C

**Services**

* Service A
* Service B
* Service C

**Resources**

* Resource A
* Resource B
* Resource C

**Blog**

**Contact** (page will integrate Google maps and contact form)