

Creative Brief for Copywriting

Provided courtesy of www.GrowthPanel.com

Note – This is one from a sequence of exercises from the Copywriting & Graphic Design subject outlined in the Strategic Marketing Process eBook. Download the free e-book www.growthpanel.com/marketing-tools/index.html and subscribe to this subject at www.growthpanel.com/versions/get-started.html to download from Growth Panel’s Intelligent Marketing Platform.

Some of the graphics in this PDF might not display properly.

Each time you launch a new creative project – a marketing campaign, a printed piece, a logo, etc. – you should develop a creative brief to guide your designer and/or copywriter. Make sure to schedule a meeting to go through the brief with your designer/writer so that you can clarify and respond to questions as needed. [Vendor Selection can help.]

CREATIVE BRIEF

Project Name	
Date	
Prepared by	
Contact info	

Key Dates

STEP	DATE DUE (FROM WRITER)	RESPONSE/APPROVAL DUE
Creative brief review meeting		
Initial concepts		
Revisions		
Final copy complete		
Production delivery		
Other:		
Other:		

PROJECT OVERVIEW & GOALS

Describe the project and what you want it to achieve. Be specific and include quantitative goals (i.e., number of responses, number of new customers, etc.)

Measurement: How will you measure your success on the project? (If it's a campaign, identify how you will track and measure your responses.)

BACKGROUND + BRANDING

If your team hasn't worked on many creative projects with you, or if they just need a refresher, complete the section below and rephrase the titles so that it speaks to the design firm – otherwise, just delete it.

Briefly describe the product or service.

Who are your primary competitors?

COMPETITOR	WEBSITE	COMMENTS

Explain your value proposition

What's the one word your brand stands for?

What are the physical traits/characteristics of your brand?

What is your brand positioning statement?

What is your slogan?

TARGET MARKET(S) AND BENEFITS

Describe the audience(s) for this particular project and explain how the offering will benefit them.

Primary audience	
Describe a typical person in this audience	
Describe the pain or problem experienced by this audience	
How does your offering solve this problem?	
What are the most important benefits to this audience?	

Secondary audience (if applicable)	
Describe a typical person in this audience	
Describe the pain or problem experienced by this audience	

How does your offering solve this problem?	
What are the most important benefits to this audience?	

At what stage of the sales process is your target market when this piece reaches them?

How familiar is the target market with your company, product, and/or offer?

How will the piece move the target market forward in the sales process – what action should they take?

MESSAGES

What is the most important message to deliver? [Brand Strategy and Messaging can help]

What are the secondary messages?

CONTENT OUTLINE

Indicate what you envision on each page of the piece.

Total number of pages in the piece (estimated):	
Size of pages	
Comments	

PAGE #	OBJECTIVES OF THE PAGE	Basic copy & content to include on the page (note if there are any graphics as well – they may need captions)

Tone: Vocabulary and style help convey your attitude toward the reader. Make sure your tone is consistent with your brand strategy.

<input type="checkbox"/> Authoritative	<input type="checkbox"/> Professional
<input type="checkbox"/> Serious	<input type="checkbox"/> Hip
<input type="checkbox"/> Personal	<input type="checkbox"/> Funny
<input type="checkbox"/> Other	<input type="checkbox"/> Other

Voice

<input type="checkbox"/> First person (I, we, ours) is personal and very appropriate for the web. If you refer to your company in the first person, you would normally refer to your reader in the second person (“you”).
<input type="checkbox"/> Third person – refers to the company and customers as “it, they, theirs”. Third person is formal.

Contractions: Using contractions conveys a less formal tone.

Yes, use contractions consistently No, do not use contractions at all

Use them sporadically

Company terminology: List any company terminology or product/service names that need to be used consistently throughout the site. For example, some names may need a trademark or service mark; others may need to be capitalized, hyphenated, all caps, bold, italic, etc.

1	
2	
3	
4	

Other: Other notes on writing style.

DESIGN SPECIFICATIONS

Are there any special design requirements that the writer should consider?

BUDGET

Provide any details about your budget to ensure that the project will meet your goals.