

The creative brief

Half a page of clarity that saves weeks of churn. Works for designers, copywriters, photographers, developers and video. Bullet points are fine. Honesty is mandatory.

PROJECT

DATE

DECIDER (one name, signs off)

PO / REF

1. The job

Not the deliverable, the outcome. e.g. "Win us higher-value clients", not "refresh the brand".

2. Background

The context behind the job: why are we doing this now? What's been tried before, and what did it teach us? Anything already in motion this needs to fit around?

3. Audience

Who will see it? What should they think, feel and do next? Add any audience insight you have: demographics, segments, what this group responds to.

4. Brand guidelines and references

Share your brand guidelines, they're the primary reference. No guidelines yet? Give 2–3 examples you like, and why.

5. Deliverables and channels

Exactly what's being made, formats and sizes, and every channel it will appear in. Where it lives belongs here, not in the background above.

Channels agreed now, not discovered later. Adding one later is a new conversation.

6. Timeline

Brief agreed / first round presented / consolidated feedback due / final delivery / live date.

The number, any non-negotiables, and your PO / cost-centre reference if one applies. State clearly whether the figure is including or excluding GST, it's a common and costly mix-up.
A boundary revealed at round three is a restart.

●

Rounds included in the price (two is standard): ____ A new direction after that is a new brief, and a new quote.
All feedback arrives consolidated, in one pass, from the decider. React to the problem, not the pixels.
Other stakeholders to consult (they advise, they don't decide): _____

Anything else worth flagging: sensitivities, dependencies, prior attempts, internal politics. Say it here, not three weeks in.

Agreed and signed off

CLIENT (THE DECIDER)

CREATIVE PARTNER

Signature

Signature

Print name _____ Date _____

Print name Date

From "How to brief a designer without a marketing degree" at brandling.com.au/insights. General guidance, not legal advice; check licences and contracts for your circumstances.