

## Creative Brief Checklist **Project**

What business problem is being solved?	
What is the purpose of this communication?	
Who are we talking to?	
What is the audience thinking or doing?	
What do we want the audience to do?	
What is the single most compelling idea that we need to convey?	
Why is this a compelling idea?	
What is the personality and style that we want to convey?	
What are the suggested deliverables or formats?	
What are the key dates to include in the schedule?	
How will success be defined and measured?	

### Executorial Considerations

Are there any source materials?	
Is this content part of a larger campaign?	
What are the legal / compliance considerations?	
What additional information would be helpful to the creative team?	