

Creative Brief Checklist

BRANDING AND DESIGN CHALLENGE

SCOPE OF PROJECT

BACKGROUND

Brand Positioning / Unique Selling Proposition (USP)
Brand Personality
Target Market (demographic, psychographic)
Category Information
Competition - samples
Channels of Distribution
Retail Characteristics / In-store location / Shelving / Display

CONSUMER RESEARCH

Existing research results
Research Plans / Methodology
Prototypes or mockups required?

CREATIVE

Overall Design and Communication Objectives
Mandatory Elements
Communication Hierarchy
Degree of Desired Evolution / Revolution

SUSTAINABILITY

Sustainability considerations

PRODUCT INFORMATION

List of SKUs
Key product benefits
Legal claims
Domicile and Trademark information
All required copy for primary / secondary panels
Dielines
Product Samples

TECHNICAL PRINT SPECIFICATIONS

Print method
Printer contact information
Pre-press separator information
Press capabilities
UPC information

DIGITAL BRAND CENTER

TIMING / BUDGET

