

# Creative Brief Ideas

Creative briefs come with varying appearances and content. Here are some of the best creative brief ideas that companies can use to design their own.

## Creative Brief Ideas and Examples

Whether it is for a game or a collaboration project, a [creative brief](#) can help you achieve those works successfully. These documents can help summarize the strategies that can guide the team to the completion of the project. The following listed below can give users some inspiration for the visual elements and content of their creative brief.

# Creative Brief

Next Episode Marketing

10605 159th St. Jamaica, NY, 11433  
nextepisodemktg@gmail.com | 222 555 7777

## Creative Brief

Project Name	Arvey Bakeries 30th Anniversary
Client Name	Courtney Arvey
Due Date	March 16, 2050
Total Budget	\$6,000.00

## PROJECT OVERVIEW

Arvey Bakeries is a family-owned and operated bakery that has been serving Jamaica, Queens with fresh pastries, bread, and desserts since 2020. It intends to celebrate the bakery's milestone by promoting its new opening after the recent renovation.

## PROJECT OBJECTIVES

This project aims to gain market awareness on or before March 16, 2050, through social media and offline marketing and reach at least 4% engagement and a 6% click-through rate.

## TARGET AUDIENCE

The target audiences for this marketing campaign are the community, patrons, frequent customers, and visitors from all over the state who wants to taste 30 years' worth of recipe perfection.

## CAMPAIGN MESSAGE

Eat your Arvey's, every day!

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## Marketing Creative Brief Ideas and Examples

Perfect for a marketing campaign. These creative briefs can help the team organize ideas and strategies on how to make an effective marketing plan. Here is an example that companies can use to base their next [marketing brief](#).

# Marketing Brief

Quercitron Digital

23136 Samuel St. Torrance, CA, 90505  
quercitrondigital@email.com | 222 555 7777

## Marketing Brief

Project Name	Everett Gaming Marketing
Client Name	Heidi Parks
Due Date	June 11, 2050
Total Budget	\$7,900.00

## PROJECT OVERVIEW.

Everett Gaming is a game shop that sells video games, gaming electronics, and gaming merchandise with its physical and online stores. The shop intends to market its products and services to larger audiences.

## PROJECT OBJECTIVES.

This project aims to gain larger market awareness for the shop whether within or outside the state through print and digital media. The goal is to reach a higher percentage of engagement from the audiences on or before the due date.

## TARGET AUDIENCE.

The target audiences for this marketing project are the shop's patrons, potential customers, gamers, and the general public looking for gaming items at an affordable price.

## CAMPAIGN MESSAGE.

You won't regret with Everett.

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## Ideas for Advertising Creative Brief Ideas and Examples

These types of creative briefs are used by an advertising agency. It is a great way for the creative team to realize strategies on how to reach the market with an effective advertisement. Other details that can be added to the [advertising brief](#) include target audience, message, pitch, etc.

# Advertising Brief

## Mist City Digital

1269 Elm Ave Birmingham, AL, 35217  
mistcitydigital@gmail.com | 222 555 7777

### Advertising Brief

Project Name:	Craig's Cupcakes Online Ads
Client Name:	Craig Coleman
Due Date:	March 4, 2050
Total Budget:	\$13,400.00

### PROJECT OVERVIEW.

The Birmingham-based pastry shop, operating since 2046, is known for its distinguished flavors that make customers come back for more. With online advertising, the shop intends to make its brand recognizable across the city, state, and country.

### PROJECT OBJECTIVES.

The objective of this project is to gain brand recognition through strategic advertisement planning, content, and placement in social media and search engines.

### TARGET AUDIENCE.

The target audience for this advertising campaign is individuals who are interested in delicious and uniquely flavored pastries like cupcakes, cookies, cakes, and more.

### CAMPAIGN MESSAGE.

Taste the wonders of the world with Craig's cupcakes.

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## Agency Creative Brief Ideas and Examples

Agency briefs are useful for a company like a real estate landscape agency or a travel consultant agency. It can help the creative team come up with engaging content. It will ensure that the agency will score the client's satisfaction with the right strategies.

# Agency Brief

## Aegean Marketing Agency

1 Squadron Blvd New City, NY, 10956  
aegenmrktngagency@zmail.com | 222 555 7777

### Agency Brief

Project Name	Property Kings Conference 2050
Client Name	Lisa Simmons
Due Date	March 4, 2050
Total Budget	\$12,000.00

### PROJECT OVERVIEW.

The Property Kings Conference is an annual conference where Real Estate companies and agencies all over the east coast join together to discuss the recent market and many more. The event coordinator, Lisa Simmons, plans to market this year's event to gain more participants.

### PROJECT OBJECTIVES.

The objective of this project is to more participants for the 2050's event through digital and print media marketing. This project is expected to be fulfilled before the due date.

### TARGET AUDIENCE.

The target audience for this marketing campaign is individuals in the real estate industry interested in conversing with their business peers.

### CAMPAIGN MESSAGE.

A perfect property, a happy family: Property Kings Conference 2050.

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## Video Design Creative Brief Ideas and Examples

It can be a challenge to launch a video without any clear outline. Before putting anything into action, a creative brief can help describe the necessary strategies the team needs to take before making a video. You can use these [video design briefs](#) for any video project whether it is about a telephone service or the features of a new product.

# Video Production Brief

## Silvertown Media

4153 Clearwater Way Lexington, KY, 40515  
silvertownmedia@gmail.com | 222 555 7777

### Video Production Brief

Project Name:	Hicks Gardens 2050 Commercial
Client Name:	Tiffany Hicks
Due Date:	February 4, 2050
Total Budget:	\$3,200.00

### PROJECT OVERVIEW

Hicks Gardens is one of the top garden centers for plants, flowers, and supplies that also offers landscaping services in Lexington. The company plans to create a new video advertisement for this year, 2050, with the help of a video production company.

### PROJECT OBJECTIVES

The objective of this project is to create video advertising through a careful process of choosing the right elements with the art of persuasion to reintroduce the company to the media.

### TARGET AUDIENCE

The target audience for this video production are individuals interested in beautifying their gardens, reconstructing their landscapes, or anything involving gardening.

### CAMPAIGN MESSAGE

Garden's easy fix with Hicks!

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## Logo Creative Brief Ideas and Examples

It is vital to come up with a logo that expresses the company's attitude toward innovation. With a [logo brief](#), the team can do a selection on the form and measure on the board to come up with the best logo. Check out the example templates below to see what critical component is missing in the next logo design.

# Logo Design Brief

Dancing Duke Designs

9 Ball St. Worcester, MA, 01603

dancingdukedesigns@email.com | 222.555.7777

## Logo Design Brief

Project Name	Purple Person Pottery Logo
Client Name	Jessie Welch
Due Date	April 16, 2050
Total Budget	\$1,300.00

## PROJECT OVERVIEW.

Purple Person Pottery is a pottery master class located at the center of Worcester, where you can enjoy quiet and peaceful pottery lessons. Jessie Welch, the owner, plans to build a stronger brand starting with creating a logo that'll represent what the classes stand for.

## PROJECT OBJECTIVES.

This project desires to develop and evolve the ongoing branding of the pottery classes offered. The logo design shall depict and portray the lessons and their importance to oneself and nature.

## TARGET AUDIENCE

The target audiences for the logo design are the current students of the class, upcoming students, visitors, and inquirers wanting to learn more about the pottery lessons.

## FINAL DESIGN.

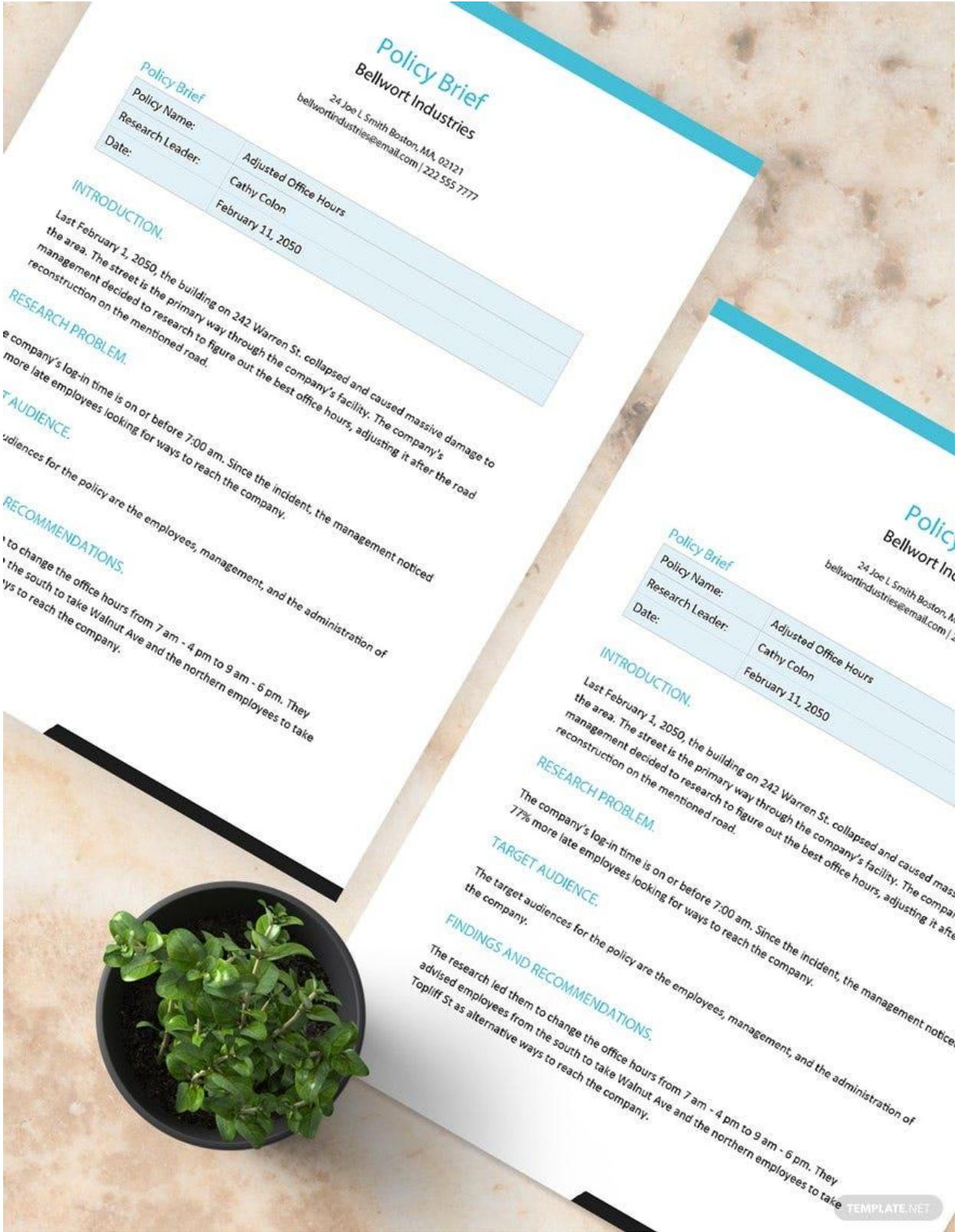
A nature-themed logo that showed the connection between pottery and nature.

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## Creative Brief Ideas and Examples for Policy

With a good policy, companies and organizations can run things smoothly. With a [policy brief](#), the team can write down policies and guidelines for how things are run. With an effective policy, everyone ranging from the employees to the clients will know how to get things done.



# Policy Brief

## Bellwort Industries

24 Joe L. Smith Boston, MA, 02121  
bellwortindustries@email.com | 222 555 7777

Policy Name:	Adjusted Office Hours
Research Leader:	Cathy Colon
Date:	February 11, 2050

### INTRODUCTION.

Last February 1, 2050, the building on 242 Warren St. collapsed and caused massive damage to the area. The street is the primary way through the company's facility. The company's management decided to research to figure out the best office hours, adjusting it after the road reconstruction on the mentioned road.

### RESEARCH PROBLEM.

The company's log-in time is on or before 7:00 am. Since the incident, the management noticed more late employees looking for ways to reach the company.

### TARGET AUDIENCE.

The target audiences for the policy are the employees, management, and the administration of the company.

### RECOMMENDATIONS.

The research led them to change the office hours from 7 am - 4 pm to 9 am - 6 pm. They advised employees from the south to take Walnut Ave and the northern employees to take Topliff St as alternative ways to reach the company.

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### RESEARCH PROBLEM.

The company's log-in time is on or before 7:00 am. Since the incident, the management noticed 77% more late employees looking for ways to reach the company.

### TARGET AUDIENCE.

The target audiences for the policy are the employees, management, and the administration of the company.

### FINDINGS AND RECOMMENDATIONS.

The research led them to change the office hours from 7 am - 4 pm to 9 am - 6 pm. They advised employees from the south to take Walnut Ave and the northern employees to take Topliff St as alternative ways to reach the company.

## **Creative Brief Ideas and Examples for Digital Marketing**

With a [digital marketing brief](#), marketing campaign ideas can be placed into the document so that an effective plan can be made. This is used by a lot of organizations that may have a following on social media and have other resources for marketing. Take a look at the examples for some inspiration.

# Digital Marketing Brief

Maned Wolf Creatives

1424 E Arrowhead Trl Gilbert, AZ, 85297  
manedwolfcreatives@gmail.com | 222 555 7777

## Digital Marketing Brief

Project Name	"Unsung Hero" Contest by Big Beck Grocers
Client Name	Anne Beck
Due Date	March 5, 2050
Total Budget	\$21,000.00

### PROJECT OVERVIEW.

Big Beck Grocers is a one-stop retail store with groceries, indoor and outdoor items, school supplies, fixtures and furniture, cleaning products, and many more. This March, the store sets an online contest of Unsung Heroes with the price of a \$16,000 gift card to Big Beck Grocers.

### PROJECT OBJECTIVES.

This digital marketing campaign aims to gain market awareness by creating an online photo contest of the store's buyers' "Unsung Hero" and posting about why they deserve the price. This campaign shall be posted on the store's social media accounts, grabbing the target audience's attention.

### TARGET AUDIENCE.

The target audiences for this digital marketing campaign are the patrons of the store and the citizens of Gilbert, AZ, interested in the contest and the store.

### CAMPAIGN MESSAGE.

Sing Praises for your Unsung Heroes.

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## Research Creative brief Ideas and Examples

Running a research project can be challenging. To make it easy, a [research brief](#) is the first step to making it organized. Users can write down a strategy and outline how to make an effective research project.

# Research Brief

## Cerulean Wall Inc.

7128 SW Burlingame Ave Portland, OR, 97219  
ceruleanwallinc@gmail.com | 222 555 7777

### Research Brief

Research Name	The Comfortability of the Company Common Area
Research Leader	Eloise Banks
Due Date	January 13, 2050
Respondents	Employees who use the Common Area

### PROJECT OVERVIEW.

The Cerulean Wall Inc. is a 20-year-old company that used to be located in Salem, Oregon, and is now in Portland. The company intends to ask its employees if the common area allocated to them gives them a comfortable place to take breaks.

### REASON FOR RESEARCH.

The company is known for taking employee care and satisfaction seriously. The company built the area to give their employees a space to freely enjoy their break times by talking, walking, looking at the fountain, enjoying calm music, and talking with peers.

### PROJECT OBJECTIVES.

This research aims to hear and understand the employee's opinions about the common area. The researcher wants to know about their thoughts, opinions, and suggestions.

### CONCLUSION.

76% of respondents find the common room a perfectly comfortable place, 14% would be a coffee stand and 10% want board games in the area.

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## Client Creative brief Ideas and Examples

This is used by many companies and organizations. A creative brief allows for a team to know what a client expects from a project they ordered. With [client brief](#), users can collect information on how to make their projects cater to the client's needs.

# Client Brief

## Auto Road Kings

7940 Cooper Ave Lincoln, NE, 68506  
autoroadkings@zmail.com | 222 555 7777

### Client Brief

Project Name	2045 Toyota Prius
Client Name	Dana Burton
Due Date	December 12, 2050
Total Budget	\$500.00

### PROJECT OVERVIEW.

The Auto Road Kings is a trusted auto repair and service in Lincoln, NE. Dana Burton came on December 11, expecting to have her car detailed entirely and carefully and is to be taken home the next day.

### PROJECT OBJECTIVES.

This project aims to have the client's car detailed before the due date. The project was complete with exterior wash and dry, vacuuming, interior scrubbing and brushing, polishing, sealing, glass cleaning, paint claying, and steam cleaning.

### MATERIALS NEEDED.

The project needed buckets, a car wash hand mitt, applicators and brushes, foam cannon, LED auto detailing light, vacuum and blower, wax, plastic razor blades, and drying tools.

### REMARKS.

The project was finished within 8 hours and is cosmetically good as new.

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## Campaign brief Ideas and Examples

Campaigns need to be have a good plan as a foundation. With a [campaign brief](#), users can note own ideas and organize them into a clear strategy. Whether its for marketing or an online campaign, those templates will suit users well.

# Campaign Brief

Dove Star Media  
1131 Morse Ct West, Sacramento, CA, 95605  
dovestarmedia@gmail.com | 222 555 7777

## Creative Brief

Project Name:	Samson Kicks Clearance Sale
Client Name:	Nancy Crawford
Due Date:	August 11, 2050
Total Budget:	\$17,000.00

### PROJECT OVERVIEW.

Samson Kicks is an eco-conscious sportswear brand like shoes, sandals, shirts, and many more made from sustainable materials. The brand celebrates every end of a season with a clearance sale.

### PROJECT OBJECTIVES.

This project aims to gain market awareness on or before the start of the clearance sale through online marketing and the brand's social media accounts. The brand will create social media challenges and trends to gain more attention and brand recognition.

### TARGET AUDIENCE.

The target audiences for this campaign are regular customers, possible customers, fans of the brand, the brand's social media following, and individuals interested in what the brand has to offer.

### CAMPAIGN MESSAGE.

Samson Kicks start your day!

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1131 Morse Ct West, Sacramento, CA, 95605  
dovestarmedia@gmail.com | 222 555 7777

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### CAMPAIGN MESSAGE.

Samson Kicks start your day!

## **FAQs**

### **What are the most important elements of a creative brief?**

The important elements for a creative brief include the summary, objectives, schedule, and target audience.

### **What is a creative brief in advertising?**

In advertising, a creative brief is a document that contains an outline of how the advertising process will be carried out.

### **How to Write a Creative Brief for Video?**

To write a creative brief for a video, details like the content, timing of the upload, message, and audience must be noted down.

### **What should be included in a creative brief?**

The outline, budget, message, and deliverables must be included in the creative brief so a concrete strategy can be made.

### **What is a creative brief in graphic design?**

A creative brief in graphic design can give outlines/strategies on how to go about on a graphic design project.

### **What does a good creative brief look like?**

A good creative brief has an organized layout with easy-to-understand content which helps a creative team know exactly what to do on a creative project.

### **What makes an effective creative brief?**

An effective creative brief enables creators and other people working on a project to work together smoothly to achieve the goals and objectives of a creative project.

## **What is a creative brief in marketing?**

A creative brief in marketing is an outline used to plan for a marketing campaign.

## **What are some examples of projects that need a creative brief?**

Some examples that need a creative brief include video projects, advertisements, marketing campaigns, and events.

## **Why do I need a creative brief?**

You need a creative brief so you can list out the details and make an outline for a creative project that you are doing.