



Creative Brief Summary

This form is a fact-finding questionnaire that helps inspire design direction. Please answer everything to the best of your abilities. Try not to reflect too hard on this, as you will be happy with what inspires and mirrors your personal taste. Please feel free to leave any comments or requests that you would like incorporated into the design. Have fun and let's get started!

Company Information

What is the name of your company?

What industry is your business based in?

What purpose does your business serve?

What is the projective outlook of the business in the next 10 years?

Demographics

What is the age group(s) do you think your business will be catering to?

Where is your business located? (e.g. online, building, at home)

Competitors

What are some of the companies you are in direct competition with?

What is your niche? (what does your business offer that competitors don't)?

In your opinion, what makes your business special?

Who can your business provide services to that your competitors can't?

Key Message

What is the mission statement of your business?

What are the core values of your business?

Call to Action

What is the most important message or point you want to reflect your business?

What do you expect the consumer to physically get up and do?

Distribution

Where do you plan to place your design? (signage, t-shirts, advertisement, menus, online, ect...)

Who do you expect will be seeing your design the most?

Additional Information

Please feel free to provide any additional information here. If you have any special requests, and/or ideas please let me know below.
