

# Creative briefing questionnaire

Company:	Project:	Date:	Draft:
[Company name]	[Project name or reference]	[Date]	Version [#]

## How to deliver a money-saving brief

The better the brief, the better the end result. Use this questionnaire to prepare internally before briefing a writer or creative team for new communication.

The more information you can gather about your project in advance, the faster the work will be done and the more the final communication will help your business!

### About the project and the communication

#### About your business/organisation

Who are you and what do you do? Where do you operate? Who are your clients?	
What are your main business goals and challenges?	
Which business goals or challenges are addressed by this project?	

The business context

Why is this communication or information needed? What is the business need behind it? What's new or what's wrong?	
Who are the target audiences for this project?	Primary target: Secondary target:
What are the top 1-5 key messages (ideas) you want people to take away from this communication?	Key messages: 1. 2. 3. 4. 5.
Which one is the most important (the core message)?	Core message:
What do you want people to do after they get this information?	Desired result:
What happens if this information doesn't reach or isn't acted on by its target audiences?	Negative result:

Publication

Will you use the information in English or translate it?	
Is this a standalone piece of communication or connected to other communications?	
What media/channels will you use to publish this information?	

What other information is available?

Is there a documented project description?	
What documentation or information already exists on this topic?	
Do you have a company style guide? Documentation about the company's mission, brand or values?	

**Practicalities**

Source materials

Is all the source content (i.e. all the information needed to write the communication) available and ready to hand over?	<i>Tip: Reduce time and cost by handing over all source content to the writer or creative team before they start the work.</i>
If not, when will it be handed over, and how?	
Of the source materials provided, what information is in scope/out of scope, relevant/irrelevant?	
Are visuals available?	

Timing

Is this a one-time or an on-going project?	
When is this communication needed? Is it connected to specific events or deadlines?	
When will deliverables be reviewed and feedback provided?	
When is the final text required?	

Way of working

What meetings are needed during the project?	
How will documents be exchanged?	
How will drafts be review and feedback provided?	<i>Tip: A lot of time and confusion can be avoided if all internal feedback is gathered together into a single document.</i>

Who does what

Primary contact for the writer or creative team:	
Speaking partner if there are questions about content:	
Contact for visuals, links and other assets:	
Contact for administrative questions:	
Who should drafts be delivered to?	
Who will review drafts?	
Who will approve/sign off the final deliverables?	
Contact for publishing or uploading the content:	