# **Creative briefing questionnaire**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company:** | **Project:** | **Date:** | **Draft:** |
| **[Company name]** | **[Project name]****[Project code/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?** | ***Tip: Reduce time and cost by handing over all source content to the writer or creative team before they start the work.*** | |
| **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?** | ***Tip: A lot of time and confusion can be avoided if all internal feedback is gathered together into a single document.*** | |
| **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:** | |  |