Get the Best Creative Checklist

you

Content is king and knowledge is power. The more information you can provide up front, the better your creative output will be! A creative brief can be useful as a guide on the basics to get us going in the right direction.

- ☐ Describe the goal of your project
- ☐ Describe your target audience
- ☐ Define your key message in 1-2 sentences
- ☐ Determine where and how will it be delivered?
- ☐ Collect available assets (ex. related pieces, Pub #s, inspiration, photos, images, ppt, etc.)
- ☐ Provide 80% final copy
- ☐ Determine all key stakeholders and approval process
- ☐ Provide input on relevant milestones and final deadlines
- ☐ Determine if your project needs to be translated. What languages?
- ☐ Work with us to gain alignment of project scope and expectations
- ☐ Be present with us! Review along the way, provide feedback or direction and answer questions
- ☐ Share your budget(s), we can get creative with limitations

us

We crave information. We love to learn. We soak it up and truly enjoy visualizing your content. It's what we do.

- ☐ We will review your materials, and schedule follow up as needed
- ☐ We will research and offer suggestions
- ☐ We will develop our proposed project timeline and budget
- ☐ We will send you a recap summary of our understanding of your project(ex. goals, audience, message, concept, timeline, estimated cost)
- ☐ We will gather and review content, design references, and explore creative execution(s)
- ☐ We will collaborate with you through as many review cycles as the project requires
- ☐ We will complete and deliver the project
- ☐ Upon final project approval, we will provide final source files

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