

Creative Brief Template

Turn business context into a focused and assessable creative assignment.

Prepare individually. Align together.

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / CONTEXT

Context

Evidence, decisions, owners and unresolved questions

NOTES

02 / OBJECTIVE

Objective

Evidence, decisions, owners and unresolved questions

NOTES

03 / AUDIENCE

Audience

Evidence, decisions, owners and unresolved questions

NOTES

04 / DESIRED RESPONSE

Desired response

Evidence, decisions, owners and unresolved questions

NOTES

05 / SINGLE-MINDED PROPOSITION

Single-minded proposition

Evidence, decisions, owners and unresolved questions

NOTES

06 / MANDATORY REQUIREMENTS

Mandatory requirements

Evidence, decisions, owners and unresolved questions

NOTES

07 / ASSESSMENT CRITERIA

Assessment criteria

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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