
The useful creative brief

Start here before the moodboard. Use this worksheet alone or bring it into your next project conversation.

01 / What needs to change?

Describe the actual problem. What is happening today, and what should happen instead?

02 / Who is this for?

Name one primary audience. What do they care about, already believe, or need help understanding?

03 / What should they do next?

Choose one main action: enquire, buy, sign up, understand, share, or return. Be specific.

Give the idea a direction.

The brief is a decision tool. Make it clear enough to choose between two good-looking options.

04 / The one thing to remember

Write the central message in one plain sentence. Add a proof point that makes it believable.

05 / How should it feel?

Pick three qualities, then explain them. For example: warm means conversational, not overly familiar.

06 / What needs to exist?

List the deliverables, formats, channels, and accessibility needs. Separate essentials from extras.

Make the handoff useful.

A clear finish line helps everyone protect the idea as it becomes real.

07 / People, dates, and budget

Who approves? Who provides content? What is the review deadline? What budget and dependencies matter?

08 / How will you judge the work?

Choose the evidence: clear message, usable journey, completed enquiry, or another measurable result.

Before you share it

Check: one audience, one primary action, a believable message, agreed scope, and a named decision-maker.
If any answer is missing, mark it as a question to resolve.
