# Creative brief template

|  |  |
| --- | --- |
| Project overview | |
| **Summary** |  |
| **Links** | *Share links to reports, websites and other content that’s relevant to the project* |

|  |  |
| --- | --- |
| Project details | |
| **Audience** | *Primary:*  *Secondary:* |
| **Aims** | *What is the content hoping to achieve? Link to project comms plan objectives* |
| **Insights** | *Insert any relevant insights, facts and statistics to highlight through the content here* |
| **Key messages** |  |
| **Call to action** | *This is the action you’d like the audiences to take* |
| **Look and feel** | *Link to content you’d like to emulate the style of or describe*  *Include any branding details here* |

|  |  |
| --- | --- |
| Creative outputs | |
| **Interviewees and participants** |  |
| **Outputs / formats** | *Example:*  **Full length film**  Target time of around 4 minutes. 16:9 and 1:1 film which can be published on YouTube, Twitter, Instagram and LinkedIn, subtitled and unsubtitled, branded as per our guidelines  **Social cut downs**  Target time of 30 seconds each, 3 cut downs 16:9 and 1:1, on YouTube, Twitter, Instagram and LinkedIn, subtitled and unsubtitled, branded  Feedback: The main film will be subject to 4 rounds of feedback and the social cuts will be subject to 3 rounds of feedback  **Photography**  20 selects, high quality images to support and include in the creation and distribution of the report  Feedback: Photography will include 2 selection rounds |
| **Channels** | *How and where will the content be distributed?* |
| **Deliverables and specifications** | *Example:*  1 x film, 16:9 and 1:1, unsubtitled and subtitled  Social cut downs x 3, 16:9 and 1:1, unsubtitled and subtitled  Total cuts = 8  Photography: 20 selects |
| **Stakeholders** | Sponsors: *Who is commissioning the work?*  Approvers: *Who is responsible for signing-off the content?* |
| **Key dates** | Filming should take place [dates]  Launching the film via [channel/event] on [date] |
| **Deadline(s)** | *Production timeline supplied separately* |
| **Budget** |  |