# Creative brief template

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

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| 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* |

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| 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 reportFeedback: 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 subtitledTotal cuts = 8Photography: 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** |   |