

FREE

Creative Brief

Questionnaire

by

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Project Overview

Project Name:

Project Manager:

Client:

Timeframe:

Delivery Date:

Background & Purpose

Why Now?

What prompted the need for this project or campaign? Are there any market trends, internal shifts, or external factors influencing its launch?

Market Context

What is happening in the industry right now? How does this project fit into the current landscape?

Competitive Edge

What makes this brand, product, or campaign stand out? What's the unique value proposition?



Project Goals & Objectives

Primary Goal

What's the main purpose of this project? (Brand awareness, lead generation, engagement, conversions, etc.)

Key Performance Indicators (KPIs)

How will success be measured? What are the quantifiable goals? (E.g., increase in web traffic, social media engagement, click-through rates, etc.)

Target Audience

Primary Audience

Who is the main target group? Include demographics, behaviors, and pain points.

Secondary Audience

Are there additional audience segments to consider? If so, how do they differ from the primary audience?

Audience Insights

What do they care about? What problems are they facing that this project addresses?

Deliverables & Execution

Creative Assets

What needs to be produced? (E.g., social media graphics, landing pages, videos, email templates, etc.)

Specifications & Formats

Any required dimensions, file types, versions, or platforms?

Messaging & Tone

How should the message be communicated? (Brand voice, emotional tone, core message, etc.)

Call to Action (CTA)

What action do you want the audience to take? (E.g., sign up, purchase, share, download, etc.)

Stakeholders & Responsibilities

Internal Team

External Collaborators

Execution Timeline & Milestones

Key Deadlines

Project Kickoff:

First Draft/Concept:

Revisions & Feedback:

Final Approval:

Launch Date:

Final Notes & Additional Information

Any extra details, brand guidelines, reference materials, or important considerations?

