

Nail Your Brief Checklist



Background & Objectives

A little bit about who you are and what you're hoping to achieve.

Timeline

Indicate target project completion and key milestones and release schedule.

Budget and Costs

This is a great chance to re-iterate the pricing model and terms you have agreed on. You can also outline protocols for supplementary expenses for example if additional equipment or supplies are required.

Brand Personality

Every brand has its own unique identity and way of communicating. Take some time to outline some of the distinguishing factors of your business.

Target Audience

Reflect on your ideal target audience, what are their values? Are there industry or other demographics you can focus on?

Nail Your Brief Checklist



Unique Selling Points (USPs)

Dig deep and find the real value in what you're offering. Are you solving a problem?
Creating an experience?

Deliverables

What tangible items will be delivered through the project. Each deliverable should have a clear goal and specifications.

Guidelines

Time to get really specific on your brands styling guidelines. This includes everything from fonts to colours and 'mandatory inclusions'.

Distribution

How will the deliverables be delivered?

Project Management

A brief summary on how the project will be managed. This includes listing your primary contact for the agency, and project management software that may be in use and any relevant tasks that are being completed internally.

Nail Your Brief Checklist



Quality Expectations

Help to inform the creative process by outlining the setting or context for the finished product (e.g. billboard, gallery, TV).

Technologies

Any specific technology requirements the agency will need to be proficient in.

Feedback

Take a moment to create a way of recording feedback to re-inforce or improve processes for next time. A combination of on-going progress meetings and a de-brief at the end work well.

Final checklist

- Use simple, descriptive language
- Keep it brief *cough*
- Draft and review
- You determine the structure
- Focus on what you are trying to achieve