



Creative Brief

Thank you for choosing African Sun Media as your integrated media partner. We trust that our relationship will be one of mutual appreciation of each other's corporate ethos and values.

We'd like to get to know you a little better and thoroughly understand your needs, before we put pen to paper or paint to canvas. To this end, we'd like you to answer the following questions:

MARKETING MESSAGE OR PRODUCT

Which products/service would you like designed or marketed?

OBJECTIVES AND GOALS

What is the main purpose of your project/campaign?

What do you wish to accomplish?

TARGET AUDIENCE

Whom do you want to reach?

Describe your audience

SIZES/SPECS AND QUANTITIES

Specify the size of the required document, eg. DL, A4, A3 or page size for advertisements

Specify number of pages

If applicable, specify choice of paper stock and quantity

TIME LINE

Specify deadline/launch date for the campaign or product or material deadline

DEMOGRAPHICS

Geographic boundaries of your business

Target demographic age

Target demographic gender

COMPETITORS

List any major competitors

INSPIRE US!

Do you have any existing collateral that you'd like us to follow in terms of look & feel?

Do you have any examples of designs that you like?

Do you have any special preferences or dislikes that we should know about?

LOOK-&FEEL AND TONE

What kind of tone would you like to set?
(ie. Approachable, modern, playful, funky, elegant, corporate, fun, sophisticated etc.)

Do you have corporate guidelines/manual to share?

Do you have any suggested/preferred imagery, tones, fonts, colours?

Do you require photography, illustration, image search or any additional creative service?

CONTENT

Do you require content writing and/or editing and proofreading or are you supplying your own, ready copy?

FORMAT OF ARTWORK

What kind of file do you need? PDF, jpeg, png, etc.

NOTES
