



CREATIVE BRIEF DESIGN QUESTIONS

1. What are you really selling? (what is your product in the eyes of the consumer?)
2. Who is your prospect/ target market?
3. What is your prospect's problem? (the role of your business is to fulfill this need.)
4. What is the meaning or significance of your company's name?
5. What is the consumers perception/opinion of you and your product?
6. What is your most important benefit (to the consumer not to you)?
7. What product/service feature offers this benefit?
8. What is your message? (how are you positioning yourself?)
9. How do you classify yourself?
10. What is your company's desired personality?
11. How is your product/service being advertised/marketed?
12. How is your product/service packaged? What does it look like or come with?
13. How is your product/service made/produced/carried out?
14. What is the price classification of your product/service? (economy, median, luxury, etc.)
15. What do you want the prospect to do after encountering this marketing tool?
16. Where will this marketing tool be displayed?
17. What are the mandatory requirements of the assignment? (budget, legalities, company policy, etc.)
18. Whom are considered your company's closest competitors?
19. What work have you already seen that most closely resembles what you are looking for?