

THE STRATEGIC CREATIVE BRIEF

Define what must change and why. Leave the creative team room to solve it brilliantly.

PROJECT

OWNER

DUE DATE

VERSION

01

Context and challenge

Why this work matters now.

WHY NOW?

Relevant context

PROBLEM OR OPPORTUNITY

Be specific

WHAT MUST CHANGE?

The strategic shift

02

Objectives

Connect the business result to the human response.

BUSINESS OBJECTIVE

Commercial outcome

COMMUNICATION OBJECTIVE

Think, feel or do

PRIMARY KPI

One measure

DESIRED ACTION

Use a verb

03

Audience insight

Define the person and the change, not a targeting menu.

PRIMARY AUDIENCE

Specific buyer or user

CURRENT STATE

DESIRED STATE

CUSTOMER INSIGHT

Human truth, trigger or tension

04

Single-minded proposition

One promise, enough proof, and a clear next step.

THE ONE THING TO COMMUNICATE

One focused sentence

REASONS TO BELIEVE

Fact, demo, result or quote

OFFER

What do they get?

CALL TO ACTION

Use a verb

05

Creative direction

Protect the strategy without prescribing the solution.

TONE

Three words

STARTING POINT (OPTIONAL)

MUST APPEAR Brand, claim or asset

MUST AVOID Cliches or legal risks

06

Delivery guardrails

Scope the work before the work scopes itself.

CHANNEL

Where will it run?

FORMAT

Video, static, carousel

SIZE / LENGTH

FINAL DEADLINE

Handoff date

PRODUCTION BUDGET

MEDIA BUDGET

EXECUTION, EVALUATION & LEARNING

Turn the strategic brief into a clean handoff, a fair evaluation, and a useful next test.

07

Deliverables

Make the handoff boring. Boring handoffs are good.

- ☐ Master creative
 ☐ 9:16 version
- ☐ 1:1 version
 ☐ 16:9 version
- ☐ Captions / on-screen text
 ☐ Thumbnail / opening frame

FILE NAMING OR EXPORT NOTES

Keep future-you calm

08

Creative references

Reference the mechanism, not just the mood.

REFERENCE LINKS

Add 1-3 useful examples

WHAT SHOULD WE BORROW?

Hook, pace, framing, proof...

WHAT MUST STAY ORIGINAL?

Protect the brand

09

Test and evaluation plan

Agree how the work wins before opinions arrive.

CONTROL

What runs now?

VARIATION A

First hypothesis

VARIATION B

Second hypothesis

PRIMARY METRIC

START DATE

MINIMUM SPEND / VIEWS

WINNING RULE

10

Approval

One owner, one decision, zero approval soup.

DECISION OWNER

APPROVERS

- ☐ Message approved
 ☐ Brand approved
- ☐ Legal approved
 ☐ Ready to launch

11

Post-launch learning

A result without a lesson is just a number.

RESULT

Include the number

WHAT DID WE LEARN?

Be specific

WHAT SHOULD WE MAKE NEXT?

Turn the lesson into an action