

CREATIVE BRIEF

Project Name:

Today's Date:

CONTACT ROLES

Who will be working on this project? (RACI)

Who is Responsible (R)?

The individual(s) who actually complete the task and is responsible for action/implementation.

Who is Accountable (A)?

The accountable person is the individual who is ultimately answerable for the activity or decision, including “yes” or “no” authority and veto power.

Who is the Consult (C)?

The consult role is individual(s) (typically subject matter experts) to be consulted prior to a final decision or action.

Who needs to be Informed (I)?

Individual(s) who need to be informed after a decision or action is taken.

PROJECT INFORMATION

What is the goal of this project?

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UNIVERSITY OF
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Creative
Studio

What are your key differentiators?

How will you measure success?

How does this project align with the University of Waterloo's priorities and strategic goals?

What is the call-to-action?

Who are the target audience(s) and market(s)? List in order of priority with as much detail as possible.

Consider demographics, psychographics, location, channels, etc.

How will the final product be distributed? Is it part of a larger package of materials or one within a suite of materials? Is there a plan for video/digital distribution?

What other information might help the creative team?

What are your key deliverables?

For more information contact: creative@uwaterloo.ca

uwaterloo.ca/creative-studio