



# CREATIVE BRIEF

LET'S GET STARTED!

## Creative Brief Questionnaire

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We're excited to get started on your project. But before we begin, let's take a moment to learn more about YOU! Here you'll find a list of questions we believe are important to think about and answer at the start of any creative project.

## Your Contact Information

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Organization or Business Name: \_\_\_\_\_

Website URL: \_\_\_\_\_

Your Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

## Background

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How did your organization, congregation or business get started?

Is there a special meaning behind your name?

Do you have a mission statement or core values?

*If you don't have anything formally established, why does your organization exist and form whom? Or what do you want your company or congregation to stand for?*

Do you have a ministry plan? If so, what are the top 3-5 goals of the plan?

*If the plan is available in a PDF or other type of document, please submit with this questionnaire. Note: We understand some congregations use "Ministry Plan" in place of "Budget" - that's not what we're asking for here. We're looking for a strategic explanation of your ministry priorities.*

How would you describe your organization using 5 descriptive words?

*Ex: Honest, flexible, quirky, etc.*

How would other people — partners, supporters, members, clients, etc. — describe your organization?

Considering your response above, is that accurate? Is it how you want to be known?

*If not, share more about how you'd like to be known.*

Does your building, property or community have any unique or distinguishing features?

*Ex: Steeple, natural formation, lake/river, stained glass.*

## What You Do

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What is your core focus?

*Ex: A special service or ministry program, people group served, etc.*

What problem did you set out to solve with your services or programs?

*Has this evolved since you launched? If so, how and why?*

What makes you different from others in your market?

## Your Target Audience

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In order to create an outreach plan that resonates with your members, supporters, donors or prospects, we need to design our ideal audience persona. An audience persona is your “perfect” member. The exact person or organization you’re trying to reach.

It’s tough to narrow this down, because we want to reach everybody, right? But in the communications world, when we try to appeal to everybody, we end up appealing to nobody. Womp womp.

That’s why it’s important to get as specific as we can about our audience. Complete the next set of questions with that in mind.

### DEMOGRAPHICS

Male       Female

Age: \_\_\_\_\_

Single       Married

No Kids       Kids      If Kids, Ages: \_\_\_\_\_

Occupation: \_\_\_\_\_

Household Income: \_\_\_\_\_

Education Level:     High School     College     Graduate     Post-Grad

Where do they live? \_\_\_\_\_

What languages do they speak? \_\_\_\_\_

## VALUES + BELIEFS

What are their values?

What are their core beliefs?

What are they struggling with right now?

What are the top 3 reasons they're looking for you?

What are their preconceived notions of organizations like yours?

*i.e. What do they think of churches? Of Christians? Describe a past experience they may have had - positive or negative.*

What barriers might they face that are keeping them from reaching out to you?

*i.e. Their family is unsupportive, they don't have time, etc.*

## Your Style

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**Do you have any color preferences or aversions?**

*Do you have an existing brand style that we should work within? Feel free to include PMS colors, fonts or other samples here. For websites, if you have photography you'd like us to take inspiration from or incorporate, including headshots of staff or volunteers, please provide a instructions on where we can download those materials.*

**Are there any elements or styles we should keep in mind when designing?**

**Have you seen any examples that have inspired you?**

*If you have a Pinterest board or any other links, drop them here. If they are files, you'll be able to upload them at the end of this questionnaire.*

## Site Goals + Functionality

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*If your project does not include a website, please proceed to page 10.*

What are your main reasons for wanting a new website?

What do you want people to do on your website, in order of importance?

*For what main purposes does your website exist? Examples: Find our location & service times, watch or read a sermon, apply to our school, join our email list, sign up for service opportunities, read and share our blog content, online giving, etc.*

What other tools does your site need to integrate with?

*Email Marketing, Live Stream, Online Giving, etc. List the service provider for each.*

## Site Content

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If you don't have an existing site, or if it's not up-to-date with basic information, please provide that here:

*For example: service times, location information, pastoral/staff bios, etc.*

Will your site need to connect to an online giving solution? If so, please provide a link or embed code here:

If your website will include specialized forms (registration, admissions, sign-up forms, etc.), please include details below about the fields needed in each form, or provide links to current forms we need to mirror.

## Almost Done!

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Who are your key competitors or others who serve the same market?

*We'll use this information to make sure that your end product is uniquely yours!*

Is there anything else you'd like to share?

## What's Next?!

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Save and return this document to [alli@twelvetwocreative.com](mailto:alli@twelvetwocreative.com) or transfer your responses to the form at [twelvetwocreative.com/creative-brief](https://twelvetwocreative.com/creative-brief). If you have any additional files to share, include those in your email or upload to a file sharing service and provide us with access.

After we've reviewed your questionnaire, we'll set up a meeting to discuss your project in more detail and set the project timeline.