Creative brief: example

A filled-in brief for a made-up business, Example Bakery. Swap in your own details.

Project	Requested by	Date
Weekday lunch box launch	Sam Example, owner, sam@example.com	3 March

1. Project overview

Example Bakery is launching a weekday lunch box: a sandwich, a salad and a cookie for one price, ordered by 10am and picked up from 12pm. We need a small launch campaign for social, email and the shop window.

2. Background

Mornings are busy, but the shop is quiet from 12pm to 2pm. Regulars keep asking for something quick at lunch. Last year we tried a lunch special on a chalkboard only, and few people noticed it.

3. Goal

Main goal: get people who work within a 10 minute walk to pre-order a lunch box.

How we will know it worked: 40 pre-orders a day by the end of week four (we count them at the till).

4. Audience

Office and shop workers nearby, aged 25 to 50, who eat at their desk and have about 30 minutes for lunch. They already know us for coffee. What stops them: they think a bakery lunch takes too long.

5. Key message

The one thing to remember: a proper lunch, ready when you walk in.

- Order by 10am, pick it up from 12pm, no queue.
- Made that morning in our own kitchen.
- One price for the whole box.

6. Tone and style

Three words: warm, quick, simple. Use real photos of our food on the counter, not stock photos. Avoid anything that looks like a fast food chain.

7. Deliverables

Item	Channel	Format and size	Versions	Due
Short video of the box being packed	Instagram Reels	Vertical 9:16, 15 to 20 seconds	1	10 March
Feed images	Instagram and Facebook	Square, 1:1	3	10 March
Launch email	Customer email list	Header image plus copy	1	12 March
Window poster	Shop window	A3, print ready	1	8 March
Counter card	Till	A6, print ready	1	8 March

8. Mandatories

- Logo in the corner of every image and on the poster.
- The words “Order by 10am” on every piece.
- Call to action: “Pre-order at the counter or on our website.”
- Allergen line on print: “Ask us about allergens.”

9. Timeline and budget

Milestone	Date	Who
First draft or concepts	5 March	Designer
Feedback back to the creative team	6 March	Sam
Final files	8 March	Designer
Goes live	12 March	Sam

Budget: a fixed fee agreed with the designer, plus printing for the poster and counter cards.

10. Feedback and sign-off

Feedback: Sam and the shop manager, in one combined list. Final say: Sam. Two rounds of changes included.

Example only. Example Bakery, Sam Example and the dates are made up.