



CREATIVE DELIVERY

Creative brief template

A client-friendly brief that translates a request into goals, audience, message, constraints, decisions, and a useful creative starting point.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

A creative project is beginning with a vague request.

WORK THROUGH THE CHECKLIST

- ☐ 01 **State the business goal**

- ☐ 02 **Define the audience**

- ☐ 03 **Name the core message**

- ☐ 04 **List required deliverables**

- ☐ 05 **Capture references and constraints**

- ☐ 06 **Confirm approval criteria**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.