



## McCrorey Digital Creative Brief

### CLIENT

### PROJECT NAME

### BRAND

### PRODUCT

### PROJECT INFO:

**PURPOSE** | What is the primary goal of this animation project?  
(Product launch, investor presentation, marketing campaign)

**BIG IDEA** | What is the core message or 'big idea' you wish to communicate?  
How does this idea set your product or service apart in the market?

**TARGET AUDIENCE** | Who is your ideal client for this animation?

**PAIN POINTS** | What challenges or pain points does this audience face that your product addresses?

## UNIQUE ASPECTS:

**UNIQUE SELLING POINT (USP) | What makes your product incredible or unique?**  
How does it improve on existing solutions?

**KEY VISUAL ELEMENTS | What are the MUST See elements or features of the product?**  
Are there specific design elements or themes that should be incorporated?

**CONTENT AND SCRIPT | Are there any initial ideas for the storyline or script?**  
Are there any key messages or technical details that must be included?

## TIMELINE:

**TIMELINE | What are the target dates for release of the video?**  
What are the major milestones to be aware of?

## OUTCOME

**DESIRED RESPONSE | What action do you want viewers to take?**

**SUCCESS | How will you measure the success?**

## **BRAND**

PROJECT TONE and PERSONALITY | What brand traits are we trying to convey?

BRAND ASSETS | Brand guidelines, fonts, logos, motion graphics etc.

## **COMPETITIVE ANALYSIS**

REFERENCES | research, inspiration, and styles within similar industries and other

## **DEPLOYMENT AND MEDIA STRATEGY:**

DEPLOYMENT | Website embed, email campaign, trade-show shown in office or event, etc.

## **RESOURCES:**

CONTENT | existing video, photographs, technical material, marketing material, graphics, etc.

CAD DATA | 3D models of product, context assets.

**STAKEHOLDERS:**

Who will be responsible for managing the project and issuing approval? List all parties.

**ADDITIONAL INFORMATION:**

Include any additional critical information.

**COMMENTS AND APPROVAL:**

CLIENT CONTACT NAME & TITLE

COMMENTS

DATE

SIGNATURE