



WEBSITE CREATIVE BRIEF

BUSINESS NAME

PRODUCTS & SERVICES OFFERED

YEAR ESTABLISHED

CURRENT WEBSITE

CURRENT SOCIAL MEDIA

CONTACT PERSON

CONTACT PHONE & EMAIL

1. WHAT'S YOUR **ELEVATOR PITCH**? IN ONE PARAGRAPH DESCRIBE YOUR BUSINESS.

2. WHO IS YOUR **TARGET MARKET**?

3. WHERE DO YOU WANT TO **POSITION YOUR BRAND**? ARE YOU TARGET, DAVID JONES OR LOUIS VUITTON?

4. WHAT IS YOUR **POINT OF DIFFERENCE** FROM ALL YOUR **COMPETITORS**? NAME YOUR **3 MAIN COMPETITORS**?

5. WHAT TYPE OF **WEBSITE INTERFACE/LAYOUT** WOULD YOU LIKE? PLEASE PROVIDE EXAMPLES OF **OTHER WEBSITES**.

6. IS THERE **ADDITIONAL SECTIONS** REQUIRED (SHOP, GALLERY, BOOKINGS ETC)? THE **BASIC SECTIONS** ARE HOME, ABOUT, SERVICES, NEWS & CONTACT.

7. WHAT **TONE & PERSONALITY** DO YOU WANT TO CONVEY TO YOUR VISITORS? WHAT **FEELINGS** DO YOU WANT TO EVOKE?

8. ARE THERE ANY **SPECIFIC COLOURS, STYLES OR ELEMENTS** THAT YOU WOULD LIKE TO BE INCORPORATED?



9. ARE YOU GOING TO PROVIDE ALL **LOGOS, IMAGES AND TEXT**? LET US KNOW IF YOU NEED ASSISTANCE WITH THESE.

10. DO YOU HAVE A **BUDGET ALLOCATED** FOR THIS WEBSITE?

11. WHAT **TIMEFRAME OR DEADLINE** DO YOU HAVE IN MIND FOR THIS WEBSITE?

12. DO YOU ALREADY HAVE YOUR **DOMAIN NAME & HOSTING** ORGANISED? WE OFFER HOSTING & CAN REGISTER DOMAINS.

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