

Knowledge Mobilisation Guide

TEMPLATE 1: WRITING A CREATIVE BRIEF

A comprehensive creative brief can help you capture decisions and connect what you create to your larger theory of change.

Introduction

- Describe your theory of change, as captured at the end of the Four Questions worksheet.
- Describe the product you will create and how it connects to the theory of change

Scope

- When do you need this product?
- What is the budget available for this effort?

Who this product is for, and how they will use it.

- Identify a single, narrowly defined group of actors who you are creating this tool for
- Summarize what you learned from completing the Know Your Actors worksheet in terms of their worldviews, identities, values, support for the issue and ability to make a difference. You might also include their expertise in the issue and their experience interpreting data.
- Provide an overview of what you learned about the actors that will affect what you create and how you will create it. This includes their trusted sources of information, use of social platforms and what's important to them.

Overview of how the individuals this is for can make a difference

- What decisions can this person make or actions can they take?
- What information or resources do they need to be able to do that?

Discussion of potential elements

- Potential research questions
- Stories
- Illustrations and photos
- Solutions that have addressed the same challenge in other regions

Products that will complement this one

- While each product you create should have its own creative brief, discuss related products here and how they will complement the one that is the subject of this brief.

Other considerations

- What will be the voice of this product?
- Which messages should it include?
- What is the call to action?

Develop the brief collaboratively and iteratively. Use a platform for writing it that makes it easy for your team to collaborate and comment like Google docs. And maintain the document so that new insights you gain as you advance through the process are always reflected in the creative brief.