

Elite Image Real Estate Marketing

2030 Boxwood Road
Nanaimo, BC
(250) 591-0175

Creative Brief

OVERVIEW

Our creative brief is a communication tool that provides us with information about your company, service or products. This tool is reviewed by our Marketing and Creative Team to ensure we have a good insight into the creative direction we should take with your project to achieve your goals.

GOALS

1. Outline your project requirements
2. Expectations for work
3. Tone of voice
4. Market Research

SPECIFICATIONS

Brokerage:

Brief Completed By:

Email:

Phone:

Address:

Website:

BUSINESS DESCRIPTION

Describe your business. Do you tend to list higher end, or moderately priced homes?

Describe your target market (Demographic, age range, gender, industry, first time buyers, sellers, etc.)

What do you hope to achieve with your marketing?

What is your call to action? What do you want your prospective client to do when they see your brand? (Visit your website, call you, fill out a form, register for your PCS, etc)

CREATIVE DIRECTION - The following questions directly pertain to the visual and creative direction that your marketing material will take.

Please state the business name (as it is in the logo)

What is your tagline or slogan? Would you like this included on the design of your feature package?

**Are there specific elements that you would like included in the design?
(Words, visuals, both?)**

Which design style appeals to you most:

Traditional

Modern

Corporate

Simple

Playful

Other

Do you have any colour preferences?

Do you do floorplans? If yes, for every listing?

**Is it important to you to have all of the measurements and specifications
on your marketing piece?**

PROJECT REQUIREMENTS

Do you have content to use or do you require creative writing?

Do you have images to use or do you require stock photography? (We charge \$25 per stock image)

Anything else we should know?

NEXT STEPS

Thank you for taking the time to share your thoughts and insights.

Once we receive your completed brief, we will schedule a project meeting (if you are an out of town client this can be done over the phone) to discuss what else is required as well as your project timeline.

We are excited to get started on this project and work with you to achieve your goals!

Sincerely,

The Elite Image Real Estate Marketing Team