

CREATIVE STRATEGY PROJECT CHECKLIST

Designed to help *creators, entrepreneurs, and artists* bring order to their vision without dimming the *MAGIC*.



CREATIVE DIRECTION

What is the *core vision*?

What *emotions* should this evoke?

What *story* are we telling visually?



STRATEGY

Who is the *audience*?

What is the *message*?

What is the *desired transformation*?



EXECUTION

Timeline established?

Assets and deliverables identified?

Tools and platforms selected?



FINAL LOOKOVER

Is everything *aligned* with the bigger picture?

Is the *concept cohesive*?

Is the execution *clear and manageable*?

LET'S TALK ENERGY

Its also important to ask yourself/client about the *creative intention*. What is the *vibe/mood direction*, and how does this *align* with the *brand spirit*?