CREATIVE BRIEF

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| --- |
| CLIENT  |
| PROJECT NAME  |    |
| CLIENT NAME  |    |
| BRAND  |   |
| PRODUCT  |    |
| NAME  | MAILING ADDRESS  |
| PHONE  |    |
| EMAIL  |    |
|   |   |   |
| PROJECT | *purpose and opportunity*  |
|  |
|   |   |   |
| OBJECTIVE | *what does the project work to achieve?*  |
|     |
|   |   |   |
| TARGET AUDIENCE | *who are we trying to reach?*  |
|   |
|   |   |   |
| ATTITUDE | *style and tone*  |
|    |
|   |   |   |
| MESSAGE | *what is the key idea to be remembered?*  |
|     |
|   |   |   |
| DELIVERABLES & FORMAT | *describe key pieces to be produced*  |
|    |
|   |   |   |
| SCHEDULE | *projected timeline, important dates, deadlines, etc.*  |
|    |
|   |   |   |
| BUDGET  |
|    |
|   |   |   |
|    |   |   |
| COMMENTS  |
|     |

SUPPLEMENTAL INFORMATION

|  |
| --- |
| COLORS | *specify colors that you like and colors that you don’t.*  |
|    |
|   |   |   |
| Success | *how will you measure success of the project?*  |
|    |
|   |   |   |
| BRAND | *existing brand guidelines in place?*  |
| ☐ Yes ☐ No  |
| ADDITIONAL INFO:    |