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?* | | |
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| TARGET AUDIENCE | *who are we trying to reach?* | | |
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|  |  |  |
| ATTITUDE | *style and tone* | | |
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| MESSAGE | *what is the key idea to be remembered?* | | |
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| DELIVERABLES & FORMAT | *describe key pieces to be produced* | | |
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| SCHEDULE | *projected timeline, important dates, deadlines, etc.* | | |
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|  |  |  |
| BUDGET | | |
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|  |  |  |
|  |  |  |
| 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: | | |