



CREATIVE BRIEF

CLIENT		
PROJECT NAME		
CLIENT NAME		
BRAND		
PRODUCT		
CONTACT INFO	NAME	
	PHONE	
	EMAIL	
	ADDRESS	
DATE:	AUTHOR:	

PROJECT
PURPOSE why?
OPPORTUNITY ultimate impact?

ELEMENTS	
What are the fundamental components of the project?	

OBJECTIVE

What does the project work to achieve?

TARGET AUDIENCE

PROJECT TARGET | who are we trying to reach?

BRAND TARGET | who does the brand speak to?

ATTITUDE

PROJECT TONE | what traits are we trying convey?

BRAND PERSONALITY | what characteristics define the brand?

MESSAGE

THE TAKEAWAY | what is the key idea to be remembered?

TAG LINE | prepared copy, key words, or theme

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FURTHER DETAIL

include any additional critical information

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COMMENTS AND APPROVAL

CLIENT CONTACT NAME & TITLE

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COMMENTS

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DATE	SIGNATURE
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