

CREATIVE BRIEF

Please fill out and provide as much info as possible.
Please allow up to 48 hours for response

Project Name: _____
Date of Request: _____
Requested by: _____

Requested Due Date: _____

Type of Request:

- ☐ Ad
- ☐ Web Ads
- ☐ Email
- ☐ Flyer
- ☐ Video
- ☐ Other _____
- ☐ Graphics
- ☐ Trade Show

Format:

Media

- ☐ PDF
- ☐ DVD
- ☐ JPG
- ☐ Other _____

Target Market

- ☐ SGR
- ☐ Team
- ☐ Pharmacy/Mass
- ☐ International

Any additional information on audience demographics/persona:

Deliverable & Specs: Please attach spec sheet if provided to you

Creative Overview: What is a quick background on this request?

Objective: What is the end goal of the creative material?

Focus: What is the most important thing to say or show?

Featured Products: Please include part numbers

Content/Visuals: Please attach text/samples if you have any

Additional Notes:

Approved/Accepted by Marketing:		
Confirmed Due Date:		
Timeline Details (if necessary):		
STANDARD TIMELINES		
Creative 2-4 weeks	Video 4-8 weeks	Tradeshow 8 weeks
Timelines are subject to change based on request. Timeline will be agreed on up front.		