

SAMPLE CREATIVE BRIEF

PROJECT INFORMATION		
PROJECT NAME		
CLIENT		
BRAND		
PRODUCT(S)		
CONTACT INFORMATION	NAME & TITLE	
	PHONE	
	EMAIL	
	MAILING ADDRESS	
DATE:		AUTHOR:

PROJECT OVERVIEW	
PURPOSE <i>Project Summary</i>	
OBJECTIVES <i>Goals, Outcomes, Measurable Objectives</i>	

MARKETING GUIDELINES & MATERIALS	
<i>What are the fundamental components of the project?</i>	

OBJECTIVES & GOALS

What does the project work to achieve?

TARGET AUDIENCE

BRAND TARGET | *who is the brand's target audience? (include research & findings)*

PROJECT TARGET | *who are we trying to reach with this specific project? (personas)*

VOICE

BRAND PERSONALITY | *what characteristics define the brand?*

PROJECT TONE | *what traits are we trying to convey?*

MESSAGE

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

TAG LINE | *prepared copy, key words, or theme from the client*

OTHER

Include any additional information critical to the project

COMMENTS AND APPROVAL

COMMENTS

DATE

SIGNATURE