



## SAMPLE CREATIVE BRIEF

CREATIVE OVERVIEW		
PROJECT NAME		
CLIENT		
BRAND		
PRODUCT		
CONTACT INFORMATION	NAME	
	PHONE	
	EMAIL	
	MAILING ADDRESS	
DATE:		AUTHOR:

PROJECT OVERVIEW
PURPOSE   <i>Project Summary, Research and Findings (if available)</i>
OBJECTIVES   <i>Goals, Outcomes, Measurable Objectives</i>

MARKETING GUIDELINES & MATERIALS	
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 with this specific project?*

**BRAND TARGET** | *who is the brand's target audience?*

## VOICE

**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 from the client*

## OTHER

*include any additional information critical to the project*

**COMMENTS AND APPROVAL**

**CLIENT CONTACT NAME & TITLE**

**COMMENTS**

**DATE**

**SIGNATURE**