

Creative Brief

Date: _____

Client: _____

Due Date: _____

A little bit of background on the company. (What is it? What do they do? Purpose?)

What is our one primary objective for this communications vehicle?

Current branding strategy?

Who's our target audience?

What does our target audience currently think?

What would we like them to think?

What is the appropriate tone and/or visual look that we can employ to convince the audience to act or think they way we'd like them to?

What are the “mandatories”/creative guidelines for this assignment? (ie. Colors, specific imagery, specific words or phrases)

Who is the competition?

What is your agency's point of view?

Additional notes or comments.