Creative Brief Template



PROJECT NAME:

DATE:

CONTACT DETAILS

Client company:

Contact person:

Email:

Phone:

Internal project manager:

Internal team members:

Fmail:

Phone:

IM:

Overview/Scope

Brief summary of the job and requirements

■ Objectives

What are the goals of this job?

8 Audience profile

Who is the target audience? What issues concern them?

EXECUTION SPECIFICS

	Tone: What adjectives describe the approach? What do these adjectives mean to the audience?
	Message: What are you saying with this job? Does messaging need to be developed?
\phi	Visuals: How will the visuals convey the message? Are there visuals in place already or must they be created?
(i)	Other details: List all deliverables and their formats/measurements.
5	Timeline, schedule, and budget: When do things need to be done? How much will it cost?
	oject Due Date: his due date flexible?

