

# Creative Brief

Client/Brand:

Project Name:

Project Owner:

Contact Info:

Due Date:

## The Client

Who is the client? Provide name and position.

What company is this for, if any? Do they have a logo? A mission statement?

What industry is the client involved in?

## The Project

What is the project? What is the overall objective?

Name one or more obstacles for the project.

What are some good goals or milestones for the project?

## The Audience

Who is the target audience? Provide demographics and psychographics

## The Competition

Who is the competition?

What sets us apart?

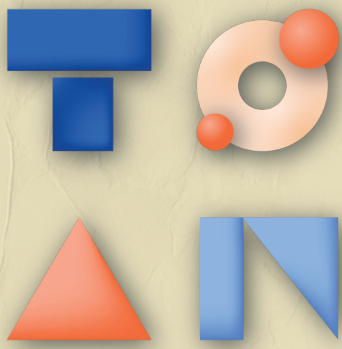
## The Details

What tone is the project communicating? List some adjectives.

What should the overall message of the project be?

Will we be using existing imagery? Are there images that should inspire the project?





# Creative Brief (cont.)

## The Deliverables

List the items you need delivered. Please include the format for each one.

Note the approval/revision process here.

## The People

Who should be contacted for overall project updates? Please include contact information.

Is there a team that is assisting with this project? If so, please provide names and contact info.

## The Rest

Feel free to write any additional notes or information here that would be beneficial to the project.

