**Creative Brief**

**Title and description:**

*A clear name that your stakeholders can easily identify, and a short summary that conveys the intention of your creative brief.*

**Goals and objectives:**

*Define the metrics of success for your creative brief.*

**Audience:**

*Who are you targeting in your campaign and what are their values, interests, and needs? This section should include any relevant demographics.*

**Messaging and tone:**

*What type of tone are you trying to strike? How do you want your audience to feel when they see your creative assets?*

**Assets and deliverables:**

* *Asset and deliverable 1*
* *Asset and deliverable 2...*

**Stakeholders:**

* *Stakeholder 1*
* *Stakeholder 2...*

**Budget:**

*What is your overall budget? Are there any specific details to how the budget should be spent?*

**Timeline:**

* *Date: Description of Milestone*
* *Date: Description of Milestone...*

**Distribution process:**

*Specify how you will reach your audience once your assets and deliverables are ready.*

Source: The complete guide to writing creative briefs by Julia Martins (June 1st, 2022) <https://asana.com/resources/how-write-creative-brief-examples-template>