

Creative brief

User our creative brief template to map out deliverables and achieve goals. Provide clear guidelines to help your creative team succeed.

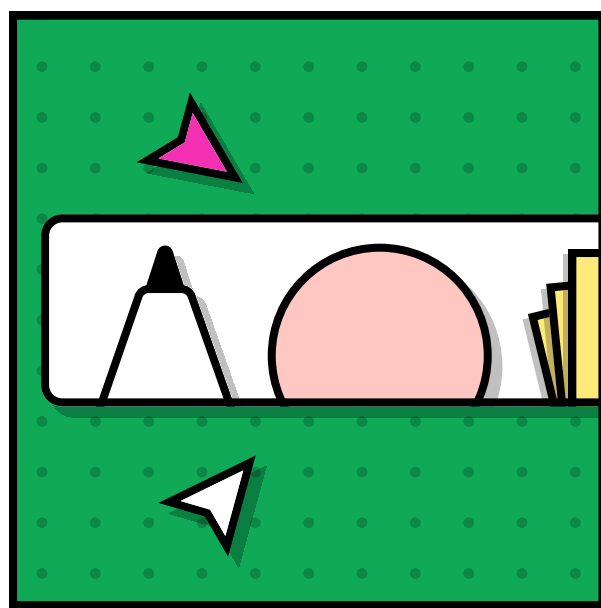
How to use this template

- 1 Establish project.
- 2 Build out brief.

Quick tips

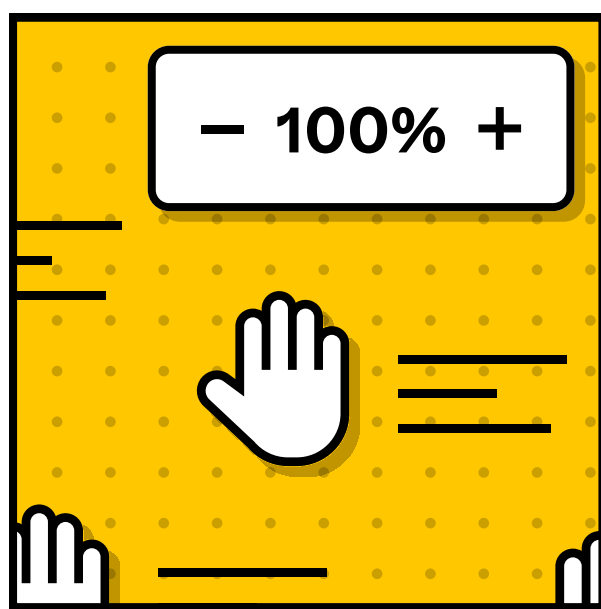
Start with the toolbar

It's at the bottom of your screen, with stickies, stamps, and anything you need.



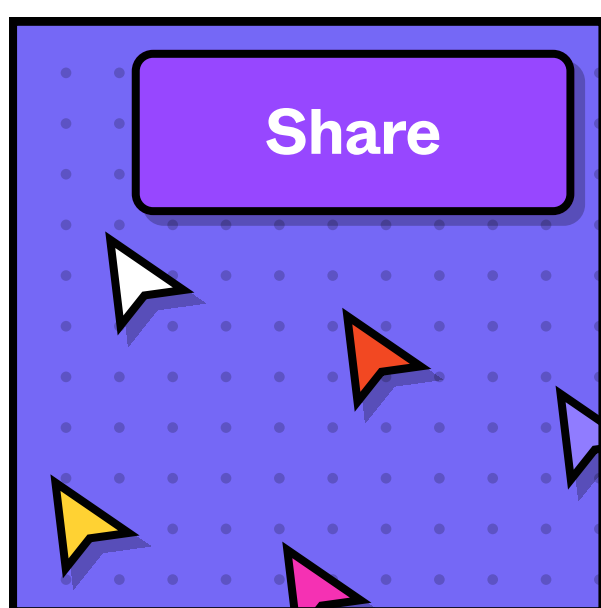
Move and zoom

Use the hand tool to pan around. Zoom controls are in the top right corner.

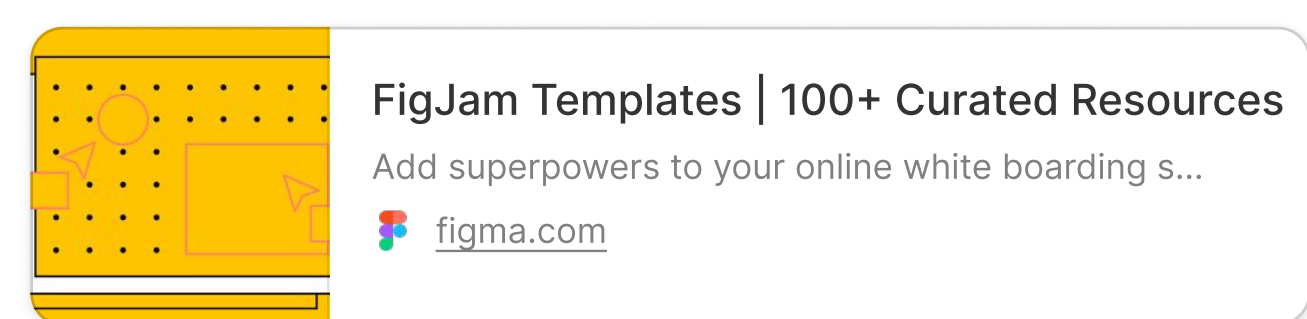


But first: get your team in here

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J.Design Clothing Brief

Project title:

J.Design Clothing

Brand Statement:

J. Design Clothing is a fashion brand that provides fashion forward clothing for both men and women

Point of Contact:

Josh Daniels

Address:

516 2nd street

Phone number:

555-212-5989

Email:

J.Designclothing@gmail.com

Project Background:

This project consists of advertising campaign of the J.Design clothing that provides fashion forward options to men and women.

Objective:

This project wishes to reach a bigger audience outside of the US

Target Audience:

Males and females between 20-40 years old. Middle class folks who are looking for style on a budget

Attitude:

The attitude of this brand is comfort, functionality and style. People wearing these clothes will feel relaxed, authentic and up to date on the latest fashion trends'

Budget:

\$125,000