**CREATIVE BRIEF**

**[Click here to explore additional templates and resources for free in](http://www.smartsheet.com/try-it?trp=8633&utm_source=integrated+content&utm_campaign=/free-Microsoft-Office-templates&utm_medium=creative+brief+word&lx=X_yCY9mH5ywY9WKANazDYA)**

**[](http://www.smartsheet.com/try-it?trp=8633&utm_source=integrated+content&utm_campaign=/free-Microsoft-Office-templates&utm_medium=creative+brief+word&lx=X_yCY9mH5ywY9WKANazDYA)**

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| --- | --- | --- |
| **CLIENT** | | |
| **PROJECT NAME** |  | |
| **CLIENT NAME** |  | |
| **BRAND** |  | |
| **PRODUCT** |  | |
| **CONTACT INFO** | **NAME** |  |
| **PHONE** |  |
| **EMAIL** |  |
| **MAILING ADDRESS** |  |
|
|
| **DATE:** | | **AUTHOR:** |
|  |  |  |
| **PROJECT** | | |
| **PURPOSE | *why?*** | | |
|  | | |
| **OPPORTUNITY | *ultimate impact?*** | | |
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| **OBJECTIVE** | | |
| ***what does the project work to achieve?*** | | |
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| **CREATIVE / DESIGN ELEMENTS** | | |
| ***what are the fundamental creative / design components of the project? Ie. styleguides, look and feel, specific printed pieces*** | | |
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| **TARGET AUDIENCE** | | |
| **PROJECT TARGET | *who are we trying to reach?*** | | |
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| **BRAND TARGET | *who does the brand speak to?*** | | |
|  | | |
| **DESIRED REACTION | *what actions do you wish your market to take?*** | | |
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|  |  |  |
| **ATTITUDE** | | |
| **PROJECT TONE | *what traits are we trying convey?*** | | |
|  | | |
| **BRAND PERSONALITY | *what characteristics define the brand?*** | | |
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| **COMPETITIVE ANALYSIS** | | |
| **REFERENCES | *research, inspiration, and styles*** | | |
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| **THE TAKEAWAY | *what is the key idea to be remembered?*** | | |
|  | | |
| **TAG LINE | *prepared copy, key words, or theme*** | | |
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| **IMAGE REQUIREMENTS** | | |
| **GRAPHICS** | | |
|  | | |
| **PHOTOGRAPHY** | | |
|  | | |
| **MULTIMEDIA** | | |
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|  |  |  |
| **SCHEDULE** | | |
| **PROJECTED TIMELINE** | | |
|  | | |
| **IMPORTANT DATES / DEADLINES** | | |
|  | | |
| **BUDGET** | | |
| **AMOUNT** | | |
|  | | |
| **FINANCE SOURCES** | | |
|  | | |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** | | |
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| **FURTHERMORE** | | |
| ***include any additional critical information*** | | |
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| **COMMENTS AND APPROVAL** | | |
| **CLIENT CONTACT NAME & TITLE** | | |
|  | | |
| **COMMENTS** | | |
|  | | |
| **DATE** | **SIGNATURE** | |
|  |  | |