**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)**

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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?*** |
|   |
|  |  |  |
| **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?*** |
|   |
| **BRAND TARGET | *who does the brand speak to?*** |
|   |
| **DESIRED REACTION | *what actions do you wish your market to take?*** |
|   |
|  |  |  |
| **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*** |
|   |
| **THE TAKEAWAY | *what is the key idea to be remembered?*** |
|   |
| **TAG LINE | *prepared copy, key words, or theme*** |
|   |
|  |  |  |
| **IMAGE REQUIREMENTS** |
| **GRAPHICS** |
|   |
| **PHOTOGRAPHY** |
|   |
| **MULTIMEDIA** |
|   |
|  |  |  |
| **SCHEDULE** |
| **PROJECTED TIMELINE** |
|   |
| **IMPORTANT DATES / DEADLINES** |
|   |
| **BUDGET** |
| **AMOUNT** |
|   |
| **FINANCE SOURCES** |
|   |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** |
|   |
|  |  |  |
| **FURTHERMORE** |
| ***include any additional critical information*** |
|   |
|  |  |  |
| **COMMENTS AND APPROVAL** |
| **CLIENT CONTACT NAME & TITLE** |
|   |
| **COMMENTS** |
|   |
| **DATE** | **SIGNATURE** |
|   |   |