**SIMPLE CREATIVE BRIEF
TEMPLATE**

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| --- | --- |
| BRAND |  |
| PROJECT NAME |  |

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| --- | --- | --- |
| ROLE | NAME | CONTACT |
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| --- | --- |
| PROJECT OVERVIEWPurpose and opportunity. |  |

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| OBJECTIVE What does the project work to achieve? |  |

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| TARGET AUDIENCEWho are we trying to reach? |  |

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| --- | --- |
| MESSAGEWhat is the key idea to be remembered? |  |

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| --- | --- |
| ATTITUDEStyle and tone. |  |

SCHEDULE

Projected timeline, important dates, deadlines, etc.

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| --- | --- |
| TIME FRAME | OBJECTIVE |
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BUDGET

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| --- | --- |
| AMOUNT | DESCRIPTION |
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| --- | --- |
| COMPETITIONWho are we going up against? |  |

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| --- | --- |
| DELIVERABLES AND FORMATDescribe the key pieces we need to produce. |  |

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| --- | --- |
| COMMENTS |  |

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