



CREATIVE BRIEF

CLIENT: Client name

PROJECT: What do we call the project?

BRIEF DATE: XX/XX/XX

DUE DATE: XX/XX/XX

BACKGROUND

Any information about the situation, competitors, company history, etc.

COMMUNICATION OBJECTIVE

What is the client expecting the creative to accomplish?

TARGET AUDIENCE

Who is the audience for the piece?

CONSUMER INSIGHT

Put yourself in the shoes of the consumer, describe his/her position, concerns, thought process, etc.
What is the audience making a purchasing decision based upon?

KEY IDEA

A simple statement that is the main take-away from the communication. It should be interesting!
And ideally, something your competition cannot say.

SUPPORT

Points of substantiation for the claim we are making. Any facts that make the key idea believable.

EXECUTIONAL CONSIDERATIONS

Any project parameters or specifications.
Specs? File format for delivery? Budget? Quantities? Dimension/size? Color?

TIMING

Scheduled check-ins, run dates, etc.

MANDATORY INCLUSIONS:

Things like Logo, Phone number, Website URL.

tone:

The personality of the creative. Is it humorous? Friendly? Authoritative? Knowledgeable?