# Creative Brief For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Client** | |
| Project Name |  |
| Client Name |  |

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| **Project Description & Deliverables** | |
| What does this project entail? |  |
| What is the purpose? |  |
| Deliverable One | Description of Deliverable or Link to Template |
| Deliverable Two |  |
| Deliverable Three |  |
| Deliverable Four |  |

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| **Project Overview** | |
| Relevant Information | · Info One  · Info Two  · Info Three |
| Client Contact Information |  |

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| **Objectives** | |
| Goal One | Outcome of reaching goal |
| Goal Two |  |
| Goal Three |  |
| Goal Four |  |
| Goal Five |  |

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| **Target Audience** | |
| Target Audience | Description of audience |

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| **Messages** | |
| Main Message |  |

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| **Aesthetic** | |
| What does this campaign look like? |  |

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| **Voice and Tone** | |
| What is the voice of the project? |  |
| What is the tone of the project? |  |

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| **Competitive Analysis** | |
| Competitor One | What are they doing well |
| Competitor Two |  |
| Competitor Three |  |
| What is unique about the client? |  |

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| **Creative and Technical Requirements** | |
| Image Requirements |  |
| Copy Requirements |  |
| Technical Requirements |  |

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| **Timelines and Deadlines** | |
| Due Date One |  |
| Due Date Two |  |
| Due Date Three |  |
| Initial Project Send |  |
| Final Project Send |  |

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| **Budgeting** | |
| Client Budget |  |
| Estimate for service one |  |
| Estimate for service two |  |
| Estimate for service three |  |