

SIMPLE CREATIVE BRIEF

CLIENT

PROJECT NAME		
CLIENT NAME		
BRAND		
PRODUCT		
NAME	MAILING ADDRESS	
PHONE		
EMAIL		

PROJECT | *purpose and opportunity*

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OBJECTIVE | *what does the project work to achieve?*

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TARGET AUDIENCE | *who are we trying to reach?*

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ATTITUDE | *style and tone*

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MESSAGE | *what is the key idea to be remembered?*

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DELIVERABLES & FORMAT | *describe key pieces to be produced*

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SCHEDULE | *projected timeline, important dates, deadlines, etc.*

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BUDGET

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COMMENTS

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