**SIMPLE CREATIVE BRIEF TEMPLATE**

|  |  |
| --- | --- |
| **CLIENT** |  |
|  |
| **PROJECT NAME** |  |
|  |
|  |  |
| *Client contact namePhone numberEmail AddressMailing address line 1* | *contact namePhone numberEmail Address* |
| PROJECT AND CATEGORY |  |  |
| ***Purpose and opportunity.*** |
|  |
| SCOPE |  |  |
| ***Outline / content & style approach.***  |
|  |
| TARGET AUDIENCE |  |  |
| ***Who are we trying to reach?*** |
|  |
| MESSAGE |  |  |
| ***What is the key idea to be remembered?*** |
|  |
| ATTITUDE |  |  |
| ***Style and tone.*** |
|   |
| SCHEDULE |  |  |
| ***Projected timeline, important dates, deadlines, etc.*** |
|   |
| BUDGET |  |  |
|   |
| COMPETITION |  |  |
| ***Who are we going up against?*** |
|   |
|  |  |  |
| DELIVERABLES AND FORMAT |  |  |
| ***Describe key pieces to be produced.*** |
|   |
| COMMENTS |  |  |
|   |