**SIMPLE CREATIVE BRIEF TEMPLATE**

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| **CLIENT** | | | | |  | | |
|  | | | | | | | |
| **PROJECT NAME** | | | | |  | | |
|  | | | | | | | |
|  | | | | |  | | |
| *Client contact name Phone number Email Address Mailing address line 1* | | | | | *contact name Phone number Email 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 |  | | |  | | |
|  | | | | | | |