

SIMPLE CREATIVE BRIEF TEMPLATE

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