

# CREATIVE BRIEF



PROJECT NAME: \_\_\_\_\_

TODAY'S DATE: \_\_\_\_\_

REQUESTOR/STAKEHOLDER NAME: \_\_\_\_\_

EMAIL/PHONE: \_\_\_\_\_

DUE DATE: \_\_\_\_\_

## PROJECT SUMMARY

Clear, concise description description of project - keep brief.

## BACKGROUND/COMPETITIVE POSITIONING

Briefly discuss competition, market realities, obstacles, etc.

## COMMUNICATION OBJECTIVES

What will be achieved through this communication effort? (Drive awareness, Call, Web Order, etc.)

## TARGET AUDIENCE

Which segment are you trying to reach? Provide top line audience description.

## KEY MESSAGES (or USPs)

What should the target audience be able to recall, in priority order? Provide any features or benefits.

## CREATIVE CONSIDERATIONS

Is this part of a campaign/brand family/other dependencies? (attach reference files if applicable)

## DELIVERABLES/TIMELINE/SPECS

Separately list individual deliverables – Landing Page, Email, Social Graphic, etc.

Provide SPECS for each if applicable – size (width x height)/resolution/format required (PDF, JPG, PNG, etc)

• DELIVERABLE	• TIMELINE	• SPECIFICATIONS