



## Creative Brief

The creative brief should clearly describe your objectives, target audience, objectives, and key messages. The Creative Brief is a cooperative tool and when used properly it can reduce the time and cost associated with marketing projects.

Contact Details:		
<b>Contact Person:</b>		
<b>Contact Details</b>	Phone:	Email:
<b>Approver(s):</b>		

Project Details:		
<b>Project Title:</b>		
<b>Project Overview:</b>	<i>Describe your project and deliverables required. Persuade readers to fall in love with your project. Don't be afraid to justify your projects requirements with financial metrics.</i>	
<b>Goals / Objectives:</b>	<i>Why do you need this creative piece? What are your goals and measurable objectives? If I'm approving your P.O., my first question is "What if we didn't do this"?</i>	
<b>Target Audience:</b>	<i>Who are the primary audience, secondary audience and stakeholders for your project? Be specific. If you're developing a brochure, who is it intended for? The CMO? Is that a realistic stakeholder?</i>	
<b>Deliverable(s):</b>	<i>What do you need? Copywriting, illustrations, banners, brochures, whitepaper, etc... Consider writing multiple creative briefs to support different projects.</i>	
<b>Budget:</b>	<b>Amount:</b>	<b>Owner / Code:</b>
<b>Requested Date:</b>		
<b>Key Messages:</b>	<i>What are the product's distinctive competences? Major theme, the one most important point you'd want the customer to remember about the product / service?</i>	
<b>Support Statements:</b>	<i>It's important that your audience buys into the key messages, or your efforts are not likely to be effective. Support statements can include research metrics, testimonials, etc... but prove what you are saying.</i>	
<b>Tone / Imagery:</b>	<i>If using an external designer / copywriter, inform he/she of your style. Provide examples if needed. Color preferences, etc...</i>	
<b>Creative Considerations:</b>	<i>Is there anything else the creative people should know?</i>	
<b>Language / Localization:</b>	<b>Languages:</b>	<b>Printing Requirements?</b>

Approval:		
<b>Client Name:</b>	<b>Signature:</b>	<b>Date:</b>

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