**Creative Brief Template (‘Project Title’ Creative Brief)**

**Client Name:** **Date:**

**Project Name:** **Contact:**

**Background**

Provide background information on the company. Who are you? What do you do? Include a link to your website and any background material that might be helpful.

**Project Overview**

What is the project? What does it involve? Why do you need it?

**Objectives**

Consider what effect you want to have on your consumers with this project. What problem are you trying to solve? What are you trying to achieve? List your specific goals.

* Objective #1
* Objective #2
* Objective #3

**Target Audience**

Who are you trying to reach? How do you plan on reaching them? What value will you bring them? Share demographic or behavioral information on your target audience if possible.

**Tone Of Voice/Brand Vision**

List specific adjectives to describe the mood, voice, and desired personality that you want to express. If you have a brand style guide or past projects, include it here.

* Adjective #1
* Adjective #2
* Adjective #3

**Budget**

Include your budget, any restrictions, and detailed project costs if you have them.

**Timeline**

What do you need? When do you need it? Include a prospective timeline (see below for project timeline table), dates for drafts and samples, and state your desired completion.

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Step** | **Information Needed** | **Responsible Party** |
| dd/mm/yy | Step 1 | List details of Step 1 including what information is needed by each party | Contact |
| dd/mm/yy | Step 2 | List details of Step 2 including what information is needed by each party | Contact |
| dd/mm/yy | Step 3 | List details of Step 3 including what information is needed by each party | Contact |

**Design/Creative Notes**

List any additional requirements you have that affect the creative direction of the project. Examples include:

* Creative thought-starters
* Layout requirements/ideas
* Result expectations
* Examples of inspiration