CREATIVE BRIEF

Our brief is meant to be brief, so we can focus on what’s important. The goal with this document is to align on strategy, goals, objectives and how to execute.

Project Name:

Due Date:

|  |  |
| --- | --- |
| **OVERVIEW** | |
| **Project Summary**  Provide a brief description about the item and how it will be used. | . |
| **Goals & Objectives**  List your business, creative, and marketing goals in short concise bullet points. |  |
| **Audience**  Briefly describe the demographic and/or persona. |  |
| **Tone & Image**  Summarize key messaging, themes, look and feel, colors, imagery, etc. |  |
| **Files / Assets**  Please provide the locations of any supporting files and assets. |  |
| **PROJECT DELIVERABLES / REQUIREMENTS**  If your project contains multiple slides, pages, images, versions, etc., please separate and provide the details for each one in the columns below. Please be as specific as possible regarding slide/page #, sizes, specs, format, copy, logos, images etc. | |
| **Deliverable #1**  Add/remove/rename these columns to represent the deliverables in your project. |  |
| **Deliverable #2** |  |
| **Deliverable #3** |  |
| **Anything missing?**  Is there any other critical information you'd like us to know? |  |