

Creative Brief



What is the difference between a project that goes okay(ish) and a highly successful one? Well, it is all in the planning. And all good plans begin with a detailed creative brief. Please complete this form to help us understand your requirements in more detail, and enable us to deliver an exceptional project.

Project Information

Date:

Project name:

Project Summary: *(Provide a brief overview of project & key requirements)*

Please complete this field

Background Information: *(Company overview, what is/isn't working, what has driven the need for this campaign)*

Please complete this field

Brand or Product:

Please complete this field

Project Due Date:

Is this date flexible?

Yes No

Key Message:

Please complete this field

Target Audience:

Please complete this field

Style, Tone, Attitude & Brand Guidelines:

Please complete this field

Goals and Targets:

Please complete this field

Approval Process: *(Key Stakeholders or departments who will need to be involved)*

Please complete this field