

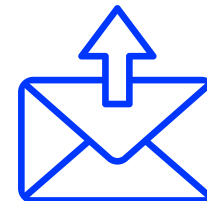
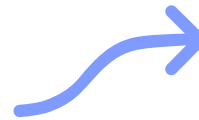
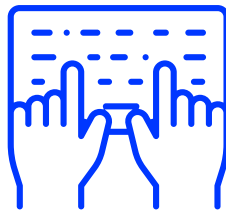


CREATIVE BRIEF

PROJECT NAME

DATE

INSTRUCTIONS



Open this form in an editable Adobe Reader program to fill in your answers.

Fill out all of the fields to the best of your knowledge. Doing this helps creatives to better understand your project and goals.

Save and Send this file to your creative team/designer.

STAKEHOLDERS

RESPONSIBLE: one person

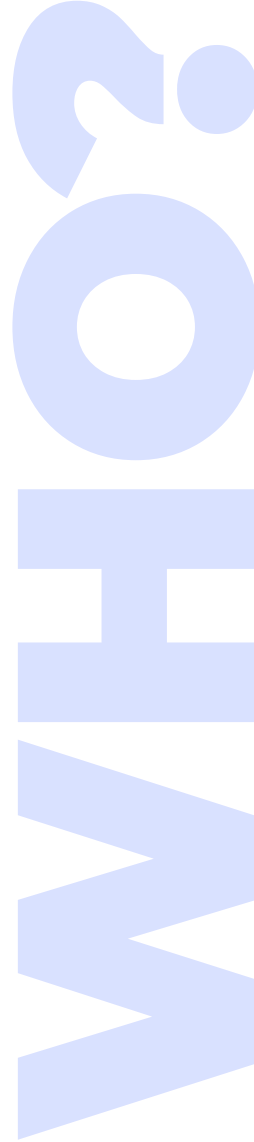
APPROVER: one person

SUPPORT: can be multiple people

CONSULT: can be multiple people

INFORM: can be multiple people

NOTES:



PROJECT INFORMATION

OVERVIEW/BACKGROUND:

What are we promoting? Why are we promoting it? Provide the background/basis for opportunity and objective.

STRATEGY:

What is the overall program strategy? Is this a component of a larger campaign?

MARKETING OPPORTUNITY:

What does this program address?

OBJECTIVES

What is the expected result of the campaign? Preferably measurable.

TARGET AUDIENCE:

Whom are we talking to? Demographics, firmographics, etc. is this the first time we are speaking to the audience? What do we know about them that will help us? What does our audience think now, and what do we want them to think?

COMPETITION:

How is this different than others like it? Is there anything we need to know about the competition?



PROJECT INFORMATION (continued)

KEY MESSAGE/PROMISE:

What is our unique position? What is the single most important message that we want the audience to leave with?

SUPPORTING MESSAGE:

What is the support for the key message? What supports the promise that we made?

CALL TO ACTION:

What do we want them to do?

CREATIVE CONSIDERATIONS:

Are there any executional considerations/mandatories? What should the tone be? Images?

MEDIA/DELIVERABLES:

What is/are the final media associated with this project? Include final file requirements. Include all types, sizes, variations, test scenarios, etc.

OTHER CONSIDERATIONS:

DEMAND GEN:

Headline:

Subtitle:

CTA:



WE EXPECT YOU TO DELIVER BY ...

DEADLINE

BUDGET

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