**CREATIVE BRIEF**

Client Name: Date:

Project Name: Client:

Product: Original Author:

The Project

(What is the scope of the assignment?)

**The Objectives**

What are the business and marketing objectives of the project? Short- vs. long-term?

**The Product**

What are the distinguishing characteristics of the product that are expected to be communicated?

**The Target Audience**

What are the demographics, psychographics; buying and usage habits; values, attitudes and lifestyles?

**Personality and Tone**

What is the tone and manner; what are the overall personality traits the project must communicate?

**Current Mind Set**

What does the target think now relative to the brand, its products and current project, if applicable?

**Key Target Audience Insight**

What is the most compelling thing we want the target to think after they experience the project?