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**SIMPLE CREATIVE BRIEF**

|  |  |  |
| --- | --- | --- |
| **CLIENT** | | |
| **PROJECT NAME** |  | |
| **CLIENT NAME** |  | |
| **BRAND** |  | |
| **PRODUCT** |  | |
| **NAME** | | **MAILING ADDRESS** |
| **PHONE** | |  |
| **EMAIL** | |  |
|  |  |  |
| **PROJECT | *purpose and opportunity*** | | |
|  | | |
|  |  |  |
| **OBJECTIVE | *what does the project work to achieve?*** | | |
|  | | |
|  |  |  |
| **TARGET AUDIENCE | *who are we trying to reach?*** | | |
|  | | |
|  |  |  |
| **ATTITUDE | *style and tone*** | | |
|  | | |
|  |  |  |
| **MESSAGE | *what is the key idea to be remembered?*** | | |
|  | | |
|  |  |  |
| **DELIVERABLES & FORMAT | *describe key pieces to be produced*** | | |
|  | | |
|  |  |  |
| **SCHEDULE | *projected timeline, important dates, deadlines, etc.*** | | |
|  | | |
|  |  |  |
| **BUDGET** | | |
|  | | |
|  |  |  |
|  |  |  |
| **COMMENTS** | | |
|  | | |
| [Or, Click Here to Create a Simple Collaborative Creative Brief in Smartsheet](http://www.smartsheet.com/try-it?trp=8618&utm_source=integrated+content&utm_campaign=/free-creative-brief-templates&utm_medium=simple+creative+brief+doc&lx=GUYVhl-129hoy5iecZYpnF2F3tjZfBYMXSEruozjq1E&lpa=simple+creative+brief+doc) | | |