Creative Brief Template p: 02 9771 4711 | e: info@planetpress.com.au

Client

Organisation:

Contact

Name:

Contact

Email:

Contact

Phone:

Enquiry

Date:

Due

Date:

|  |  |  |  |
| --- | --- | --- | --- |
| Products & Channels: | |  |  |
| M Printing | M Display | M Advert | M Direct Mail |
| M Email | M Online | M Social | M Campaign |
| M Other: |  |  |  |
|  |  |  |  |

Project Title:

Project Overview - *Provide a summary of the background and opportunities for this communication.*

Task - *What is the issue you are trying to solve? What are you trying to accomplish?*

Key Dates - *What dates are important for this communication? eg. launch, meeting, events.*

Consultation - *Who is responsible and needs to be consulted and informed for this communication?*

Budget - *What is the budget guide for this project? How much scope for creativity and finish is available?* *eg. lowest cost, mid-range, deluxe high quality.*

Audience - *Who are we talking to? How will they receive the message?*

*What are the key demographics of the target? (age, gender, location, occupation, media, motivations)*

M Male M Female M M & F M Child M Teen M Adult M Senior M Australia M International

Insights - *What we know about the audience. What motivates their decisions? How do they currently feel?*

The Message - *Why should they believe the message? eg. reputation, credibility, service levels.*

Objectives - *What is this communication aiming to achieve? eg. education, fundraising, sales, PR.*

Call to Action - *How will readers connect and respond to this communication? How will they feel and act?*

Branding - *Is there an existing style guide to conform to? If so, please supply.*

*If not, please describe the personality, tone of voice, colours and visual styles that are preferred.*

Examples - *Do you have examples of similar projects or competitor’s communications for reference?* *If so, please supply.*

Existing Assets - *What elements are available for use? eg. logos, images, fonts, final text, previous files.*

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