SAMPLE 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?)