**

ADVERTISING CREATIVE BRIEF**

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|  |
| --- |
| **CLIENT** |
| **PROJECT NAME** |  |
| **CLIENT NAME** |  |
| **BRAND** |  |
| **PRODUCT** |  |
| **CONTACT INFO** | **NAME** |   |
| **PHONE** |   |
| **EMAIL** |   |
| **MAILING ADDRESS** |   |
|
|
| **DATE:**  | **AUTHOR:**  |
|  |  |  |
| **PROJECT** |
| **PURPOSE | *why?*** |
|   |
| **OPPORTUNITY | *ultimate impact?*** |
|   |
|  |  |  |
| **ELEMENTS** |
| ***What are the fundamental components of the project?*** |
|   |   |
|   |   |
|   |   |
|   |   |
|   |   |
|   |   |
|   |   |
|   |   |
|  |  |  |  |  |
| **OBJECTIVE** |
| ***What does the project work to achieve?*** |
|   |
|  |  |  |
| **TARGET AUDIENCE** |
| **PROJECT TARGET | *who are we trying to reach?*** |
|   |
| **BRAND TARGET | *who does the brand speak to?*** |
|   |
|  |  |  |
| **ATTITUDE** |
| **PROJECT TONE | *what traits are we trying convey?*** |
|   |
| **BRAND PERSONALITY | *what characteristics define the brand?*** |
|   |
|  |  |  |
| **MESSAGE** |
| **THE TAKEAWAY | *what is the key idea to be remembered?*** |
|   |
| **TAG LINE | *prepared copy, key words, or theme*** |
|   |
|  |  |  |
| **FURTHERMORE** |
| ***include any additional critical information*** |
|   |
|  |  |  |
| **COMMENTS AND APPROVAL** |
| **CLIENT CONTACT NAME & TITLE** |
|   |
| **COMMENTS** |
|   |
| **DATE** | **SIGNATURE** |
|   |   |
|  |
| [Or, Click Here to Create a CollaborativAdvertising Creative Brief in Smartsheet](http://www.smartsheet.com/try-it?trp=8618&utm_source=integrated+content&utm_campaign=/free-creative-brief-templates&utm_medium=advertising+creative+brief+doc&lx=GUYVhl-129hoy5iecZYpnF2F3tjZfBYMXSEruozjq1E&lpa=advertising+creative+brief+doc) |