**Client Name Withheld**

**Creative Brief**

**Project:**

**Date:**

**Submitted by:**

**Overview**

|  |  |
| --- | --- |
|  | **Sample** |
| **Aims and Objectives** |  |
|  |
|
|  |
|  |
| **Marketing** |  |
| **Audience** |  |  |
|  |  |
|  |  |
|  |  |
|  |  |  |
|  |
|  |
|  |  |

**Design Specifics**

**Budget**

**Content Specifics**

•

**Lifetime**

**The Plan**

**Conclusion**