**CREATIVE BRIEF**

Use this to tell me details about the project you have, this can help you get the best value and result from my services.

**Name: Company:**

**Project Overview:**

Provide a brief description of the project.

**Objectives:**

List desired outcomes and deliverables, strategies for success and measurable results if possible.

**Creative requirements and considerations:**

**Schedule:**

Identify the target due date for the finished project and include major milestones or checkpoint dates.

**Budget:**

Provide budget information for the project.

**Target audience:**

Demographics, Characteristics, Buyer types, Audience types etc.

**Audience reaction:**

What action do you want your audience / market to take?

**Provided resources:**

What are you providing for the project? For example, photography, copy, diagrams, data etc.

**References research and inspiration:**

Benchmarks and comparable examples, competitors etc.

**Provide details about what the design should not include and what styles to avoid.**

**Notes:**