**CREATIVE BRIEF**

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**CLIENT: STUDENT:**

**NAME OF BUSINESS: TEL NOS:**

**TEL: EMAIL:**

**E MAIL:**

**WEB:**

**NATURE OF BUSINESS:**

**NUMBER OF EMPLOYEES:**

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**INITIAL ENQUIRY:**

**BRIEFING MEETING:**

**FOLLOW-UP DUE:**

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**ASSIGNMENT OUTLINE:**

* **Issues**
* **Brand information**
* **Background Information**

Taking into account where are they now? Where do they want to be? What do they want to do to get there? Who do they need to talk to? How will they know they have arrived?

* **Objectives**

* **Success measures**

To reflect how will the project be measured, who will measure it, when will it be measured?



**METHOD:**

Points to consider include practicalities, timings, links to other marketing activity



**TIMESCALE:**

To include Milestones/Review Process/Completion Date