|  |  |
| --- | --- |
| **CREATIVE BRIEF** | [Organization Name]  [Date] |
| **Project Title:** [Insert name here] |  |

1. **Project overview**[Describe project information, goals, measurable objectives.]
2. **Deliverables needed**[Copy, design, web development, mobile app, PR, printed materials, and/or newsletter.]
3. **Company Background**

|  |  |
| --- | --- |
| What do you do? How did you start the company? | … |
| Everyone has a story of their business journey. What’s yours? | … |
| Who are your competitors or who you might be compared with? How do you differ from them? | … |
| What’s your position in the marketplace? What are your competitors up to? | … |
| Where do you want to place yourself relative to your competition? | … |

1. **Audience**

[Who is the primary audience you are trying to reach? What do they currently think and how do they feel about your company?]

1. **Message**

[What’s the main message the audience should be left with? Is it the main benefit (not a feature) that the customer receives from your product or service? If you could add one or two other points what would those be?]

1. **Tone**

[Funny and casual, or formal - what do target audiences believe before your nonprofit communicates with them? What tone and imagery will be most effective, any specific visual goals?]

1. **Budget and Schedule**

[What’s your budget range if you’re outsourcing? When is the ultimate time to launch the message for the target audience to reach the greatest impact? The due date for complete project.]

1. **Additional Information**

[How many revision rounds should the writer/designer expect? Any unique specifications you need to share design wise?]