

Creative Brief

The purpose of a creative brief is to define the project and set project guidelines and goals. This helps the participants to stay on track.

Date _____

Client _____

Project: _____

Job #: _____

In Attendance: _____

Project objectives (create identity, inform, educate, sell more product or services):

Target audience (male, female, age, interests, upscale, down-home etc.) _____

Product or Service features (What makes your product or service different from or better than your competition):

Describe your company or organization in five words or less:

Customer (user) benefits: _____

Support for Benefit Claims (proof ie: testing, customer research, other): _____

Competition (same product, same service, same industry, related product or industry): _____

Creative Considerations (color, style, typeface): _____

Distribution considerations (mailed, hand delivered, other):

The one thing I want my customer/client/consumer/ community to remember is: _____

My budget for this project is: _____