

# Creative Brief

(Private and Confidential - for Client Approval)

Project Details

Date:

Project Name:

Client:

Contact Person:

Email Address:

Phone Number:

Mailing Address:

Overview

## Project Overview

Briefly describe the project background and its purpose

## Objectives and Outcomes

What is the purpose of the project?

Audience

## Target Audience

Describe the target audience for the campaign- for the brand as well as the specific project

## Voice & Tone

### Brand

Describe the brand voice and personality

### Project

Describe the project's tone, look and feel

## Key Messages

### Themes, Keywords, Taglines

Describe the keywords, taglines, slogans, and other messages associated with the brand and the project

### Call to Action

Describe the call to action or key takeaways for the project

## Deliverables

### Key Deliverables

What are the deliverables and mandatory inclusions for this project?

## Schedule

### Budget

What is the expected budget for this project?

### Timeline

Describe the project's timeline and expected schedule

## Other Details

Include any other details necessary for the project

## Comments

Date: \_\_\_\_\_

Signature: \_\_\_\_\_