

CREATIVE BRIEF

Client / Brand:

Project Name:

Project Owner:

Creative Lead: Grace Xiong

Due Date:

Milestones:

1. BACKGROUND Who is the client? What is the product or service? SWOT analysis?

2. OVERVIEW What is the project? What is the real opportunity here?

3. DRIVERS What is the goal of this project? What are we trying to achieve?

4. AUDIENCE Who are we talking to? What will make this more appealing to them?

5. COMPETITORS Who are they? What differentiates our client from them?

6. TONE How should we be communicating? What adjectives best describe the feeling we want?

7. MESSAGE What are we saying with this project? Can the client back that up?

8. VISUALS Are we using new or existing images? What kind of imagery will work best here?

9. DETAILS List of deliverables? Mandatory info? Limitations and restrictions? Schedule? Budget?

10. PEOPLE List of team members? Contact info? Who exactly will approve our work?

Approval:

Signature:

Date:
