

CREATIVE BRIEF

CLIENT	Clients Name	DATE	Date
JOB DESC.	Description		
JOB / COMP. #	Z000-000000-00	PAGES	1 of 1

Background

What is the current situation and challenge? How does job/project integrate into the overall campaign/plan?

Objectives

What is the purpose of the job/project? Consider both business objectives and marketing objectives.

Target audience(s)

For consumer audiences, include demographics and psychographics. For business audiences, include key titles. For Web site projects, include all segments.

ONE key message

State the message using no more than one sentence.

Message support

Confine message support to the ONE key message.

Why/how will this message connect with the audience? What is their pain point?**Call-to-action/conversion**

What action do we want the audience to take? What are the emotional/rational reasons for action?

How will the action be measured in terms of success and ROI?**Mandatories/client expectations**

What are the required components? Consider logo, palette, typography, visuals, etc. What is the timing/delivery date? Tone? Budget?

Technical requirements

Provide any specifications, including sizes, configurations, formats, electronic requirements, shipping regulations, etc.

Additional Information