

Creative Brief Proposal

Date: [Insert Date]

Client Name: [Client Name]

Client Address: [Client Address]

Dear [Client Name],

Thank you for the opportunity to collaborate on your upcoming project. Below is the creative brief proposal outlining our approach to fulfill your needs and enhance your brand.

Project Overview

[Brief description of the project, objectives, and expected outcomes.]

Target Audience

[Description of the target audience including demographics, interests, etc.]

Key Messages

[Key messages to be communicated through the project.]

Creative Execution

[Overview of the creative strategy, including concepts, channels, and styles proposed.]

Timeline

[Proposed schedule for project milestones and final delivery.]

Budget

[Estimated budget breakdown and payment terms.]

Next Steps

Please let us know if you have any questions or wish to make adjustments. We look forward to your feedback and hope to kick off this exciting project soon!

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]