

Creative Brief Presentation

Date: [Insert Date]

To: [Client Name]

From: [Your Name]

Subject: Creative Brief for [Project Name]

1. Project Overview

[Brief description of the project including objectives and purpose.]

2. Target Audience

[Define the target audience demographics and psychographics.]

3. Key Message

[Outline the main message or value proposition to convey.]

4. Creative Strategy

[Explain the creative direction and tone to be used in the execution.]

5. Deliverables

[List all expected deliverables and their specifications.]

6. Timeline

[Provide a timeline for major milestones and deadlines.]

7. Budget

[Outline the budget allocated for the project.]

8. Conclusion

[Summarize key points and express excitement for collaboration.]

Thank you,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]