

Creative Brief

Date: [Insert Date]

Project Title: [Insert Project Title]

1. Project Overview

[Provide a brief overview of the project, including objectives and goals.]

2. Target Audience

[Describe the target audience in detail (demographics, psychographics, etc.).]

3. Key Messages

[Outline the main messages that need to be communicated.]

4. Tone and Style

[Define the tone and style of communication desired for the project.]

5. Deliverables

[List all expected deliverables (e.g., print materials, digital assets, etc.).]

6. Timeline

[Provide a timeline for the project with key milestones.]

7. Budget

[Specify the budget or financial constraints for the project.]

8. Success Metrics

[Define how success will be measured upon completion of the project.]

9. Stakeholders

[List the key stakeholders involved in the project and their roles.]

10. Additional Notes

[Include any additional information or requirements.]