

# Creative Brief

**Client Name:** [Client Name]

**Date:** [Date]

**Project Title:** [Project Title]

## Project Overview

[Brief description of the project, its purpose, and the goals to achieve.]

## Target Audience

[Detailed description of the target audience, including demographics, interests, and behaviors.]

## Key Messages

[List of the core messages that need to be communicated to the audience.]

## Creative Considerations

[Guidelines for tone, style, and any specific creative elements to include or avoid.]

## Deliverables

- [Deliverable 1]
- [Deliverable 2]
- [Deliverable 3]

## Timeline

[Detailed timeline including important milestones and deadlines.]

## Budget

[Overview of the budget allocated for the project.]

## Success Metrics

[Criteria for measuring the success of the project.]

## **Contact Information**

**Project Manager:** [Name] - [Email] - [Phone]

**Creative Team:** [Names and roles]