



your creative brief

Client/Business name:

Contact no: **Date:**

Project overview: Background Info: your product or service, it's strengths/weaknesses, competitors.

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Objectives: What outcome do you want as a result of this project?

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Target Audience: Who are they, what do they care about? Where do they live?

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Brand message priority: Detail the key message you need to share.

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Tagline or Strapline: Sum up what you do in one line.

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Tone and Image: Preferred colours, styles, fonts, sites and links.

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Deliverables required: Online/Offline? Print quantities, social media requirements.

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Schedule: Dates requested for initial visuals through to finished artwork.

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