

CREATIVE BRIEF

[Project name]

Client	[Client]
Brief owner	[Name]
Date	[Date]

1. Background

Why this project exists now.

[Background]

2. Objective

One measurable goal.

[Objective]

3. Audience

Who, specifically. Not "everyone".

[Audience]

4. Key message

The one thing people should remember.

[Key message]

5. Tone

Three words, and one thing to avoid.

[Tone]

6. Mandatories

Logos, legal lines, things that must appear.

[Mandatories]

7. Budget

The real number, so the work fits it.

[Budget]

8. Timeline

Dates for first concepts, feedback and final files.

[Timeline]

9. Approval

One person who signs off.

[Approver]

Deliverables

Deliverable	Size / format	Due
[Deliverable]	[Format]	[Date]