

SAMPLE

## Creative Brief

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Client Name:

Project Name:

Product:

Date:

Client:

Original Author:

### The Project

(What is the scope of the assignment?)

### The Objectives

(What are the business and marketing objectives of the project? Short- vs. long-term? )

### The Product

(What are the distinguishing characteristics of the product that are expected to be communicated?)

### The Target Audience

(What are the demographics, psychographics; buying and usage habits; values, attitudes and lifestyles?)

### Personality and Tone

(What is the tone and manner; what are the overall personality traits the project must communicate?)

### Current Mind Set

(What does the target think now relative to the brand, its products and current project, if applicable?)

### Key Target Audience Insight

(What is the most compelling thing we want the target to think after they experience the project?)