



# Creative Brief

Client \_\_\_\_\_

Commissioned By \_\_\_\_\_

Client Purchase Order Number \_\_\_\_\_

Date \_\_\_\_\_

Assignment Number \_\_\_\_\_

Estimated Delivery Date \_\_\_\_\_

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## project title & overview

Project information, goals, measurable objectives.

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## target audience

Who are they, how will they use your product, what should be avoided in talking to them?

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## tone & image

Funny, casual, formal?

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## messages, features, benefits & value

Prioritize the top features and/or facts about the service you're marketing, and its value to target audiences. Outline how it compares to the competition. What's the one sentence that summarizes its unique value? Other key points?

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## designer deliverables

Web: wireframes, comps, XHTML, CSS, SEO, Flash.  
Print: comps, print files, print management.

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## client deliverables

Content, copy, logo art, photography, video.

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## process

Who is the point person? What is the review and approval process? Who will sign off on final execution?

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## budget & schedule

Has a budget been approved? When must the message get to the target audience for greatest affect? Due date for finished work?

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## additional information

How many rounds of your organization's revisions should the writer or designer build into the estimate? Any unique specifications you need to share?