

Creative Brief

Client Name	
Project Title	
Brand (Range / SKU)	
Timeline	
Budget (ballpark)	
Author/Point of Contact	

Project Background & Key Objectives

Outline the business and marketing objectives of the project.

Style References

List any key references or examples of style or format that you like.

Main Competitors & USP

Who are the main competitors/ who do you aspire to be like and how do you stand out?



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Brand Statement

Write a short statement that summaries the brands' goals, mission and values.

Target Audience

Who is the key target audience for this project?

Primary Message & Call-to-Action

What is the message that should be received by the audience after they experience the project and what do you want them to do?

Communication Channels

Where will you reach your audience e.g. social media, POS, e-learning platform?



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Deliverables & Specifications

What are formats and specs you need? Are there multiple languages? Ongoing or one-off?

Brand Guidelines & Tone of Voice

Share your Corporate Identity documents and guidelines with us (PDF preferred).

Additional Information

Any additional information you feel would help to guide this project or aid interpretation of this brief.

