

CREATIVE/COMMUNICATION BRIEF

CREATIVE OVERVIEW		
BRAND		
PROJECT NAME		
BUDGET <small>Detailed financial projections</small>	AMOUNT	
	PAYMENT TERMS	
	NOTES	
PROJECT OVERVIEW <small>Project summary, research sources and findings</small>		
PROJECT OBJECTIVES <small>Detailed goals, desired outcomes, and measurable objectives</small>		
MARKETING GUIDELINES <small>Detailed approval process for all pieces, style guides, links to existing branding standards</small>		
MARKETING MATERIALS <small>Describe the pieces required along with the strategic reach and the desired outcome</small>	COPY	
	PRINT ADS	
	DISPLAY ADS	
	SIGNAGE / BANNERS	
	EVENT / PROMO PIECES	
	WEBSITE	
	SOCIAL MEDIA	
	OTHER	
TARGET AUDIENCE <small>The who, what, when, and where of the target customer base</small>	PRIMARY DEMOGRAPHIC	
	SECONDARY DEMOGRAPHIC	
CALL TO ACTION <small>Detail the desired reaction of the target audience</small>		
CAMPAIGN LOOK AND FEEL <small>Describe the desired style of the campaign</small>		
CAMPAIGN MESSAGE <small>Define key benefits of product, describe its value, and desired target audience take away</small>		
COMPETITIVE ANALYSIS <small>Describe competitors, their campaign messages, research findings, and supporting information - list any document attachments</small>		
IMAGE REQUIREMENTS <small>List needed imagery and projected sources</small>	GRAPHICS	
	PHOTOGRAPHY	
	MULTIMEDIA	
SCHEDULE	PROJECTED TIMELINE	
	IMPORTANT DATES / DEADLINES	
OTHER <small>Include any other critical information</small>		
COMMENTS AND APPROVAL		
REQUESTER NAME & TITLE		
COMMENTS		
DATE	SIGNATURE	