

Template

# Creative Brief

# CREATIVE BRIEF

<b>Contact Person:</b>	Name: Title:
<b>Contact Details:</b>	Tel. Mobile: Address:
<b>Company Name</b>	
<b>Department</b>	
<b>Client Name</b>	
<b>Client Contact Name:</b>	Name: Title:
<b>Contact Details:</b>	Tel. Mobile: Address:

Topic		Details
Background	Company profile	
	Project overview	
Objectives		
Target primary audience		

Project timeline		
Project budget		
Message tone and image		
Design specifications	Technical requirements	
	Deliverables required	

Advertising and branding guidelines

competitors

Other information

**Creative brief approval/comment form**

**Client**

Comments:

Contact name: .....

Title: .....

Signature: ..... Date prepared: / /

Contact name: .....

Title: .....

Signature: ..... Date prepared: / /

**Company**

Comments:

Contact name: .....

Title: .....

Signature: ..... Date prepared: / /

Contact name: .....

Title: .....

Signature: ..... Date prepared: / /



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