

CREATIVE BRIEF

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GENERAL INFORMATION

Contact Information

Client Name

Address

Postcode

Phone

Mobile

Main Contact

Email Address

WWW.

Social Links

Creative Project

Project deadline

Project budget

Media / creative requirement - What do we need to produce?

Background - What is the context for this activity?

Objective - What are we trying to achieve?

GOALS & TARGET AUDIENCE

Creative goals - Tick all that apply

- | | | |
|---|---|---|
| <input type="checkbox"/> Redesign | <input type="checkbox"/> Generate enquiries | <input type="checkbox"/> Gain subscribers |
| <input type="checkbox"/> Generate sales | <input type="checkbox"/> Product portfolio | <input type="checkbox"/> Research |
| <input type="checkbox"/> Client Retention | <input type="checkbox"/> Membership | <input type="checkbox"/> Brand awareness |
| <input type="checkbox"/> Event/s | <input type="checkbox"/> Signposting | <input type="checkbox"/> Brand awareness |

Desired response What do we want them to think or do?

Describe your target audience

What makes your business unique / Which adjectives best describe your brand?

CREATIVE PROPOSITION

Proposition - What is the single most important thing we need to say?

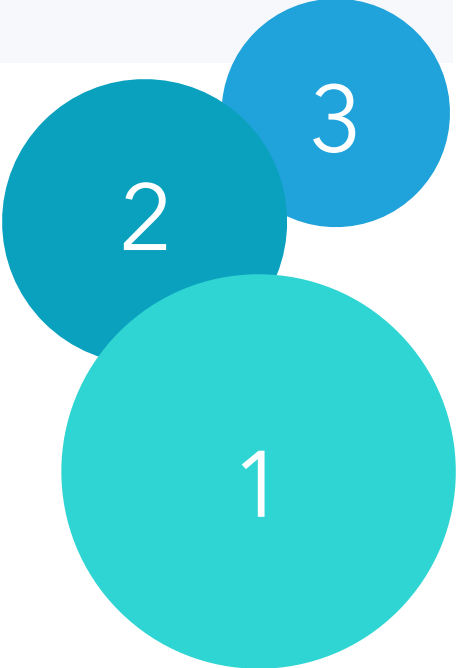
Why should they believe us?

Tone / personality - Is there a particular way we should say it?

BRAND IDENTITY

Guidelines / mandatories Is there anything else we should include or consider?

FONTS, COLORS & LOGOS - Put logo and primary Pantone, hex or CMYK colours below



PREVIOUS CAMPAIGNS - INSERT IMAGES



MOOD BOARD SUGGESTIONS



REQUIREMENTS & DELIVERABLES

Technical requirements - Sizes, operating systems, print quality, postal considerations, formatting etc

Are there other people involved in the presentation or creative sign off?

Name

Name

Position

Position

Resources & deliverables (Who will provide the following resources?)

Work	Client	Us
Logo	<input type="checkbox"/>	<input type="checkbox"/>
Artwork/photo/videos etc	<input type="checkbox"/>	<input type="checkbox"/>
Copywriting	<input type="checkbox"/>	<input type="checkbox"/>
Print purchase	<input type="checkbox"/>	<input type="checkbox"/>
Delivery fulfilment	<input type="checkbox"/>	<input type="checkbox"/>

Anything else we need to know?

YOUR COMPANY NAME

Office Street City

County Postcode

T: Work Phone

M: Mobile Phone

Work Email

Work URL

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