**Creative Brief Form**

**Project Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Title:** |  | | |
| **Project Number/ID:** |  | **Date:** |  |
| **Prepared By:** |  | **Department/Team:** |  |

**1. Project Overview**

|  |  |
| --- | --- |
| Brief Description of the Project: |  |
|  |
| Business/Marketing Objective: |  |

**2. Target Audience**

|  |  |
| --- | --- |
| Primary Audience: |  |
| Demographics: | (Age, Gender, Income, Location, etc.): |
| Psychographics: | (Interests, Behaviors, Preferences) |

**3. Key Message**

|  |  |
| --- | --- |
| Main Message to Communicate: |  |
|  |
| Tone/Style: | (e.g., professional, friendly, humorous) |

**4. Deliverables**

|  |  |
| --- | --- |
| Type of Creative Assets: | (e.g., social media ads, flyers, website banners, video) |
| Size/Format Specifications: |  |

**5. Timeline**

* Project Start Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Key Milestones/Deadlines: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Final Due Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**6. Budget**

* Estimated Budget: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Approved By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7. Approval**

* Project Manager Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Marketing Director Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_