

CREATIVE BRIEF TEMPLATE

Client	
Project	
Date	
Prepared By	

Key description of the project	
What problem are we solving?	
Who is the consumer we are problem-solving for?	
What's the consumer insight?	
What facts and emotional reasons will make people buy/convert?	
What are the key points that need to be communicated to the consumer? What will make buyers believe us?	
What channels and tactics will we use to communicate the message?	

What should be the tone of the messaging? What words describe the brand?	
What action do we want people to take after viewing the marketing?	
What are the goals of the project? How will we measure success?	
What brand guidelines should we be aware of? What mandatory information must be included in the marketing?	
Who is the competition?	

Target Launch Date	
Timeline	First Draft Delivery: Second Draft Delivery: Final Draft Delivery:
Approvals	First Draft Feedback: Approval/Final Feedback: Final Approval:

Account Manager Approval Signature: _____

Client Approval Signature: _____