CREATIVE BRIEF

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| **CONTACT DETAILS** |
| DATE |  |
| CLIENT |  |
| PRODUCT / AREA |  |
| PROJECT NAME |  |
| CONTACT |  |
| PHONE |  |
| EMAIL |  |

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| **OVERVIEW** |
| INTRODUCTION |  |
| AIM/PURPOSE |  |
| USPs |  |
| KEY OBJECTIVE/S |  |
| TARGET AUDIENCE |  |

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| **THE BRIEF** |
| KEY MESSAGE |  |
| COPY |  |
| CTA |  |
| CREATIVEREQUIREMENTS | CREATIVE CONCEPTS |  | COPYWRITING |  |
| DESIGN DEVELOPMENT |  | IMAGERY |  |
| ARTWORK PRODUCTION |  | OTHER |  |
| MANDATORY  |  |

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| **DELIVERABLES & FORMAT** |
| PRINT ADS |  |
| DIGITAL ADS |  |
| EMAIL TEMPLATE  |  |
| WEBPAGE |  |
| BROCHURE |  |
| SOCIAL MEDIA |  |
| EVENT GRAPHICS |  |
| SIGNAGE |  |
| VIDEO/ANIMATION |  |

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| **SPECIFICATION/SIZES** |
| DIGITAL SPEC |  |
| SIZE |  |

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| **BUDGET** |
| CLIENT BUDGET |  |

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| **SCHEDULE** |
| KEY DATES  |  |
| DEADLINE |  |