

CREATIVE BRIEF

Contact Information

1

Date

Company name

Name of requestor

Requestor phone

Requestor e-mail

Project Details

2

Project name

Task (brochure, ad, mailer etc.)

Target Audience

Direct competitors

Key message and details:

Content, Assets & Branding

3

Style guide

Is a current style guide available?

Yes No

Will be submitted

Photography

Will you supply photography?

Yes No

Will be submitted

Do you need stock photography?

Yes No

Will be submitted

Timeline

4

Kickoff

First draft

Second draft

Final