



Creative Brief Template

Project Title: [Insert Project Title Here]

Client: [Client Name]

Date: [Date]

1. Project Overview

A concise summary of the project's purpose and goals. What problem are we solving? What opportunity are we seizing? What is the key message we want to convey?

2. Target Audience

Demographics:

- Age:
- Gender:
- Location:
- Income:
- Education:
- Occupation:

Psychographics:

- Values:
- Interests:
- Lifestyle:
- Motivations:
- Pain Points:
- Digital Behavior:

3. Objectives

What are the measurable goals of this campaign? (e.g., increase website traffic by X%, generate Y leads, improve brand awareness by Z%). Be specific and realistic.

- **Primary Objective:**
- **Secondary Objective:**

4. Key Message

What is the single, most important idea we want the target audience to remember? This should be clear, concise, and compelling.

- **Key Message:**

5. Tone & Style

Describe the desired tone and style of the content. (e.g., professional, friendly, humorous, authoritative, technical). Include examples.

- **Tone:**
- **Style:**

6. Deliverables

List all the content assets that will be created as part of this campaign. (e.g., blog posts, social media updates, email newsletters, infographics, videos). Include specific formats and sizes where applicable.

- [List of deliverables]

7. Timeline

Outline the key milestones and deadlines for the project. (e.g., kickoff meeting, content creation, review cycles, launch date).

- [Project Timeline]

8. Budget

Specify the allocated budget for the project. (Optional, but helpful for scoping and resource allocation).

- **Budget:** [Budget Amount]

9. Call to Action

What specific action do we want the target audience to take after engaging with the content? (e.g., visit our website, download a free resource, contact us for a consultation, make a purchase).

- **Call to Action:**

Anything else we should know?

List them here!