

Creative Brief Template

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Client
Organisation:

Enquiry
Date:

Contact
Name:

Due
Date:

Contact
Email:

Products & Channels:
M Printing M Display M Advert M Direct Mail
M Email M Online M Social M Campaign
M Other:

Contact
Phone:

Project Title:

Project Overview - *Provide a summary of the background and opportunities for this communication.*

Task - *What is the issue you are trying to solve? What are you trying to accomplish?*

Key Dates - *What dates are important for this communication? eg. launch, meeting, events.*

Consultation - *Who is responsible and needs to be consulted and informed for this communication?*

Budget - *What is the budget guide for this project? How much scope for creativity and finish is available? eg. lowest cost, mid-range, deluxe high quality.*

Audience - *Who are we talking to? How will they receive the message?*

What are the key demographics of the target? (age, gender, location, occupation, media, motivations)

M Male M Female M M & F M Child M Teen M Adult M Senior M Australia M International

Insights - *What we know about the audience. What motivates their decisions? How do they currently feel?*

The Message - *Why should they believe the message? eg. reputation, credibility, service levels.*

Objectives - *What is this communication aiming to achieve? eg. education, fundraising, sales, PR.*

Call to Action - *How will readers connect and respond to this communication? How will they feel and act?*

Branding - *Is there an existing style guide to conform to? If so, please supply.*

If not, please describe the personality, tone of voice, colours and visual styles that are preferred.

Examples - *Do you have examples of similar projects or competitor's communications for reference? If so, please supply.*

Existing Assets - *What elements are available for use? eg. logos, images, fonts, final text, previous files.*