

Creative Brief

Project name: _____ Version: _____ Date : _____

Participants: _____

Objective(s): _____

Timeframe: _____

Primary Audience Demographic: _____

Primary Audience Beliefs: _____

Current Behavior: _____

Desired Behavior: _____

Call to Action: _____

Tone: _____

Key message: _____

Secondary message(s) _____

Approval requirements at stages:

| Brief | Concept(s) | Drafts | Finals |
|-------|------------|--------|--------|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |