**ADVERTISING CREATIVE BRIEF TEMPLATE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  | | --- | --- | --- | | **CLIENT** |  |  | |  |  |  | | **PROJECT NAME** |  |  | |  |  |  | | **BRAND** |  | **PRODUCT** | |  |  |  | | ***Client contact name Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3*** |  | ***Your company contact name Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3*** |  |  |  |  | | --- | --- | --- | | **DATE** |  | **AUTHOR** | |  |  |  |   **PROJECT** |  |  |
| **PURPOSE | W*hy?*** | | |
|  | | |
| **OPPORTUNITY | *Ultimate impact?*** | | |
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| **ELEMENTS** | | |
| ***What are the fundamental components of the project?*** | | |
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| **OBJECTIVE** | | |
| **What does the project work to achieve?** | | |
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| **TARGET AUDIENCE** | | |
| **PROJECT TARGET | *Who are we trying to reach?*** | | |
|  | | |
| **BRAND TARGET | *Who does the brand speak to?*** | | |
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| --- | --- | --- | --- |
| **ATTITUDE** | | | |
| **PROJECT TONE | *What traits are we trying to convey?*** | | | |
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| **BRAND PERSONALITY | *What characteristics define the brand?*** | | | |
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|  |  |  | |
| **MESSAGE** | | | |
| **THE TAKEAWAY | What *is the key idea to be remembered?*** | | | |
|  | | | |
| **TAGLINE | *prepared copy, key words, or theme*** | | | |
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|  |  |  | |
| **FURTHERMORE** | | | |
| ***Include any additional critical information.*** | | | |
|  | | | |
|  |  | |  |
| **COMMENTS AND APPROVAL** | | | |
| **COMMENTS** | | | |
|  | | | |
| **DATE** | **SIGNATURE** | | |
|  |  | | |