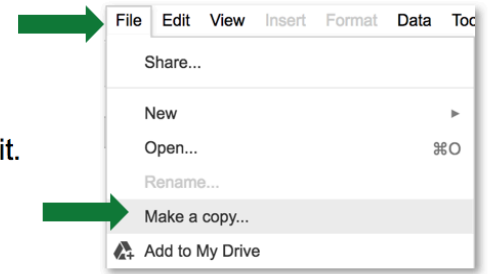


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SIMPLE ADVERTISING AGENCY CREATIVE BRIEF TEMPLATE

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PROJECT NAME

AGENCY NAME

MAILING ADDRESS LINE 1
MAILING ADDRESS LINE 2
PHONE | EMAIL
PERSON OF CONTACT, TITLE

CLIENT NAME

MAILING ADDRESS LINE 1
MAILING ADDRESS LINE 2
PHONE | EMAIL
PERSON OF CONTACT, TITLE



BRAND	
DATE	
PREPARED BY	

PROJECT OVERVIEW

PURPOSE | *Why?*

OPPORTUNITY | *Ultimate impact?*

PROJECT ELEMENTS

What are the fundamental components of the project?

PROJECT OBJECTIVES

What does the project work to achieve?

TARGET AUDIENCE

PROJECT TARGET | *Who are we trying to reach?*

BRAND TARGET | *Who does the brand speak to?*

ATTITUDE

PROJECT TONE | *What traits are we trying to convey?*

BRAND PERSONALITY | *What characteristics define the brand?*

MESSAGE

THE TAKEAWAY | *What is the key idea to be remembered?*

TAGLINE | *prepared copy, key words, or theme*

ADDITIONAL INFORMATION

Include any additional critical information.

COMMENTS AND APPROVAL

COMMENTS

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DATE

SIGNATURE

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