

Your Company

123 Your Street
Your City, ST 12345
(123) 456-7890

Creative Brief

{Client Name / Project Name}

THE ASK

BACKGROUND

OBJECTIVES

PRIMARY TARGET AUDIENCE

Income:

Work and Education:

Gender:

Age:

SECONDARY TARGET AUDIENCE

Income:

Work and Education:

Gender:

Age:

OTHER TARGET AUDIENCE NOTES

CURRENT ATTITUDE OF TARGET AUDIENCE

DESIRED RESPONSE OF TARGET AUDIENCE

COMPETITIVE OBSERVATIONS

BRAND MESSAGE & TONE

KEY MESSAGING POINTS

BRAND PERSONALITY

KPIs (METRICS FOR SUCCESS)