



CREATIVE BRIEF

Client:

Brand Manager:

Job #: Creative Element:

Today's Date:

In-House Due Date:

Client Due Date:

Assigned to:

1. Why are we communicating?
2. What is the assignment or deliverables for the project?
3. What is the purpose of the deliverable?
4. Who are we talking to? Have we addressed this audience with past messaging? If so, in what medium?
5. What is the single most important thing this communication should convey?
6. What tone should the deliverable have?
7. What are mandatories?
8. What muses are you presenting that help the functional group identify your vision for this deliverable?
9. What are the specific client requests on this deliverable that will affect its development?
10. What attachments are included with your request?
11. What is the production budget?