

Creative Brief;

[ your company name ]

{ your project title }

|  |  |  |
| --- | --- | --- |
| **BRIEF DESCRIPTION** |  | |
| **CLIENT NAME** |  | |
| **PROJECT** |  | |
| **PROJECT MANAGER** |  | |
| **PRODUCER** |  | |
| **BACKGROUND / INSIGHTS**  Why has this brief come about, a snap shot of the company and history. Also include key research insights.  What is the competition doing? | |  |
| **COMMUNICATION OBJECTIVES**  What are the clients’ key objectives in delivering this campaign?  What do we want them to think/feel/do as a result of experiencing the interactive applications: | |  |
| **TARGET AUDIENCES**  Who are we talking to? What do they currently think / feel? How do they currently use and interact with the brand?  What drives our audience? | |  |

|  |  |
| --- | --- |
| **\*\*DELIVERABLES\*\***  **ENVIRONMENTS / DESIGN ELEMENTS**  What are we actually producing as an end result? e.g. learning studio, presentation area, etc  Where is this concept going to live?  e.g. classroom, info tech studio, etc |  |
| **SPECIFICATIONS / CLIENT MANDATORIES** |  |
| **ROI / MEASURABILITY**  **/ REPORTING** |  |