[](http://bit.ly/2O940OP)**SIMPLE CREATIVE BRIEF TEMPLATE**

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| --- | --- | --- | --- |
| PROJECT TITLE |  | | |
| CLIENT NAME |  | | |
| BRAND |  | | |
| PRODUCT |  | | |
| POINT OF CONTACT NAME |  | PHONE |  |
| EMAIL |  | MAILING  ADDRESS |  |
|  | | | |
| **PROJECT** purpose and opportunity |  | | |
| **OBJECTIVE**  what does the project work to achieve? |  | | |
| **TARGET AUDIENCE**  who are we trying to reach? |  | | |
| **ATTITUDE**  style and tone |  | | |
| **MESSAGE**  what is the key idea to be remembered? |  | | |
| **DELIVERABLES  & FORMAT**  describe key pieces to be produced |  | | |
| **SCHEDULE**  projected timeline, important dates, deadlines, etc. |  | | |
| **BUDGET** |  | | |
| **COMMENTS** |  | | |

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