**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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