**[](https://www.smartsheet.com/try-it?trp=11936&utm_source=template-word&utm_medium=content&utm_campaign=Simple+Advertising+Agency+Creative+Brief-word-11936&lpa=Simple+Advertising+Agency+Creative+Brief+word+11936)SIMPLE ADVERTISING AGENCY   
CREATIVE BRIEF TEMPLATE**



PROJECT NAME

**AGENCY NAME**

MAILING ADDRESS LINE 1

MAILING ADDRESS LINE 2

PHONE | EMAIL

PERSON OF CONTACT, TITLE

**CLIENT NAME**

MAILING ADDRESS LINE 1

MAILING ADDRESS LINE 2

PHONE | EMAIL

PERSON OF CONTACT, TITLE

|  |  |
| --- | --- |
| BRAND |  |
| DATE |  |
| PREPARED BY |  |

|  |  |  |
| --- | --- | --- |
| PROJECT OVERVIEW | | |
| **PURPOSE | W*hy?*** | | |
|  | | |
| **OPPORTUNITY | *Ultimate impact?*** | | |
|  | | |
|  |  |  |

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| --- | --- | --- |
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| PROJECT ELEMENTS | | |
| ***What are the fundamental components of the project?*** | | |
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| PROJECT OBJECTIVES | | |
| **What does the project work to achieve?** | | |
|  | | |
|  | | |
| TARGET AUDIENCE | | |
| **PROJECT TARGET | *Who are we trying to reach?*** | | |
|  | | |
| **BRAND TARGET | *Who does the brand speak to?*** | | |
|  | | |

|  |  |  |  |
| --- | --- | --- | --- |
| ATTITUDE | | | |
| **PROJECT TONE | *What traits are we trying to convey?*** | | | |
|  | | | |
| **BRAND PERSONALITY | *What characteristics define the brand?*** | | | |
|  | | | |
|  |  |  | |
|  | | | |
| MESSAGE | | | |
| **THE TAKEAWAY | *What is the key idea to be remembered?*** | | | |
|  | | | |
| **TAGLINE | *prepared copy, key words, or theme*** | | | |
|  | | | |
|  |  |  | |
| ADDITIONAL INFORMATION | | | |
| ***Include any additional critical information.*** | | | |
|  | | | |
|  |  | |  |
| COMMENTS AND APPROVAL | | | |
| **COMMENTS** | | | |
|  | | | |
| **DATE** | **SIGNATURE** | | |
|  |  | | |

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| --- |
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