**[](http://www.smartsheet.com/try-it?trp=8618&utm_source=integrated+content&utm_campaign=/free-creative-brief-templates&utm_medium=advertising+creative+brief+doc&lx=GUYVhl-129hoy5iecZYpnF2F3tjZfBYMXSEruozjq1E&lpa=advertising+creative+brief+doc)  
  
  
ADVERTISING CREATIVE BRIEF**

[**Click here to explore additional templates and resources for free in**](http://www.smartsheet.com/try-it?trp=8618&utm_source=integrated+content&utm_campaign=/free-creative-brief-templates&utm_medium=advertising+creative+brief+doc&lx=GUYVhl-129hoy5iecZYpnF2F3tjZfBYMXSEruozjq1E&lpa=advertising+creative+brief+doc)

|  |  |  |
| --- | --- | --- |
| **CLIENT** | | |
| **PROJECT NAME** |  | |
| **CLIENT NAME** |  | |
| **BRAND** |  | |
| **PRODUCT** |  | |
| **CONTACT INFO** | **NAME** |  |
| **PHONE** |  |
| **EMAIL** |  |
| **MAILING ADDRESS** |  |
|
|
| **DATE:** | | **AUTHOR:** |
|  |  |  |
| **PROJECT** | | |
| **PURPOSE | *why?*** | | |
|  | | |
| **OPPORTUNITY | *ultimate impact?*** | | |
|  | | |
|  |  |  |
| **ELEMENTS** | | |
| ***What are the fundamental components of the project?*** | | |
|  | |  |
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|  |  |  |  |  |
| **OBJECTIVE** | | |
| ***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 convey?*** | | |
|  | | |
| **BRAND PERSONALITY | *what characteristics define the brand?*** | | |
|  | | |
|  |  |  |
| **MESSAGE** | | |
| **THE TAKEAWAY | *what is the key idea to be remembered?*** | | |
|  | | |
| **TAG LINE | *prepared copy, key words, or theme*** | | |
|  | | |
|  |  |  |
| **FURTHERMORE** | | |
| ***include any additional critical information*** | | |
|  | | |
|  |  |  |
| **COMMENTS AND APPROVAL** | | |
| **CLIENT CONTACT NAME & TITLE** | | |
|  | | |
| **COMMENTS** | | |
|  | | |
| **DATE** | **SIGNATURE** | |
|  |  | |
|  | | |
| [Or, Click Here to Create a CollaborativAdvertising Creative Brief in Smartsheet](http://www.smartsheet.com/try-it?trp=8618&utm_source=integrated+content&utm_campaign=/free-creative-brief-templates&utm_medium=advertising+creative+brief+doc&lx=GUYVhl-129hoy5iecZYpnF2F3tjZfBYMXSEruozjq1E&lpa=advertising+creative+brief+doc) | | |