

Project/Campaign Creative Brief

DATE:		
PROJECT / CAMPAIGN NAME:		
PROJECT / CAMPAIGN TIMELINE:		
STAKEHOLDERS:		
Role	Name	Contact
Lead marketer		email@company.com
Content manager		email@company.com
Project manager		email@company.com
OVERVIEW (what problem are we solving? How do we want customers to feel when interacting with us?)		
OBJECTIVES (what does the project aim to achieve?)		
AUDIENCE (who are we trying to reach?)		
MESSAGING (what is the key idea/ primary message to be remembered? What is the call to action?)		
TONE & VOICE (what is the style and tone?)		
KEY DATES & DEADLINES (what are important milestone dates and deadlines that must be met?)		
Date	Milestone or deadline	
	xxx meeting	
	xxx review	
	xxx approval	
BUDGET (what are spending constraints or media support levels if applicable?)		
Amount	Description	
	\$X production budget	
	\$X media budget	
DELIVERABLES (what needs to be produced?)		
SIZE OR FORMAT MANDATORIES: (what is the size and format needed?)		
CREATIVE MANDATORIES (graphic standards and brand guidelines. Other creative requirements)		
OTHER (what else does the creative team need to know?)		