

Creative Brief

Client:
Requested by:
Post Date:

Job No.:
Meeting Date:
Delivery Date:

Project Name

Target Audience

Who are we talking to?

- Primary Audience
- Secondary Audience

Objective

What is the goal or reason we are doing this campaign?

Message

What is the ONE thing we want the audience to take away?

Metrics

What does success look like?
• How can it be measured?

Style

Use your judgement for how bold or subtle, formal or casual the piece is.

- Formal Bold
 Casual Subtle
 Other

Call to Action

What would we like them to do? (action we want them to take)

Considerations

Identify any requirements, challenges that might impact the deliverables. (i.e. model release forms, locations, brand alignment, POC for scheduling who will provide scripts?)

Placement

Are there specific places we need to promote this?

External

Internal

Key Dates

What key dates do we need to know?

MM/DD:

MM/DD:

MM/DD:

Other support

Does this have logo, graphics, etc.?

Client Signature:

Videographer Signature: