Creative brief form

FORM TEMPLATE

Name _____ Role _____ Date _____

* Required

Client *

Project *

Objective *
What this work needs to achieve.

Audience *
Who it's for, and what they care about.

Key message *
The one thing the audience should take away.

Deliverables *

☐ Website or landing page ☐ Social media ☐ Video ☐ Display ads ☐ Email ☐ Print ☐ Brand or logo
☐ Other

Must-haves
Brand guidelines, legal lines, logos, anything that has to be included.

Deadline *

Budget

References
Examples the client likes, brand guidelines, previous work.
Attach: References (PDF, DOCX, JPEG or PNG)

For the reviewer

Reviewed by _____ Decision _____ Date _____ Notes _____