

**Company Name**  
**Project Name**  
**Creative Brief – (date)**

**Assignment: (What do we need to do?)**

**Project Objective: (What do we want to accomplish?)**

Business Objective:

Communication Objective:

**Project Background: (Relevant background details)**

**Strategy:**

**Target Audience:**

**Project Strategy: (How are we going to motivate our target to do what we want them to do?)**

**Unfair Advantage: (Why would they consider this product/service over anything else?)**

**Key Message: (What is the single most important benefit or promise to the customer? In 25 words or less. )**

**Support: (What proof points support the key message?)**

**Mandatories: (What elements must be included in the creative work? I.e. graphics, logos, legal, etc.)**

**Budget:**

TBD

**Key Dates:**

Agency Brief:

(Today's date)

Agency presents creative concepts:

TBD