



Here you have full control. So, tell us what to do.
THE CREATIVE BRIEF

IT'S ABOUT YOU

PROJECT NAME:

DATE:

CLIENT NAME:

BRAND:

PRODUCT:

CONTACT'S NAME:

EMAIL:

PHONE:

BUT MOSTLY THE PROJECT

...AND WHY ARE WE HERE?

**THE PROJECT
DETAILS
ARE SO
IMPORTANT**

SO, WHAT ARE YOU GETTING AT?

**OF COURSE
YOU CAN
HELP US
DESIGN**

IT'S ALL ABOUT THE FUN STUFF

**WHO
EXACTLY ARE
YOU TRYING
TO REACH?**

BRAND TARGET

PROJECT TARGET

...AND NOW WHAT?

**EVEN
PROJECTS
HAVE
ATTITUDE**

YOU BETTER WATCH YOUR TONE

LOOKS ALONE WON'T CUT IT. WHAT'S YOUR BRAND'S PERSONALITY?

**CHECK OUT THE
COMPETITION &
WHAT THEY'RE
DOING WELL**

THINGS THAT MAKE YOU GO 'HMMM'

THE TAKE AWAY—What is the key idea to be remembered?

**WE ALSO
NEED TO
KNOW**

IMAGE REQUIREMENTS

COPY REQUIREMENTS

**BEFORE
YOU GO**

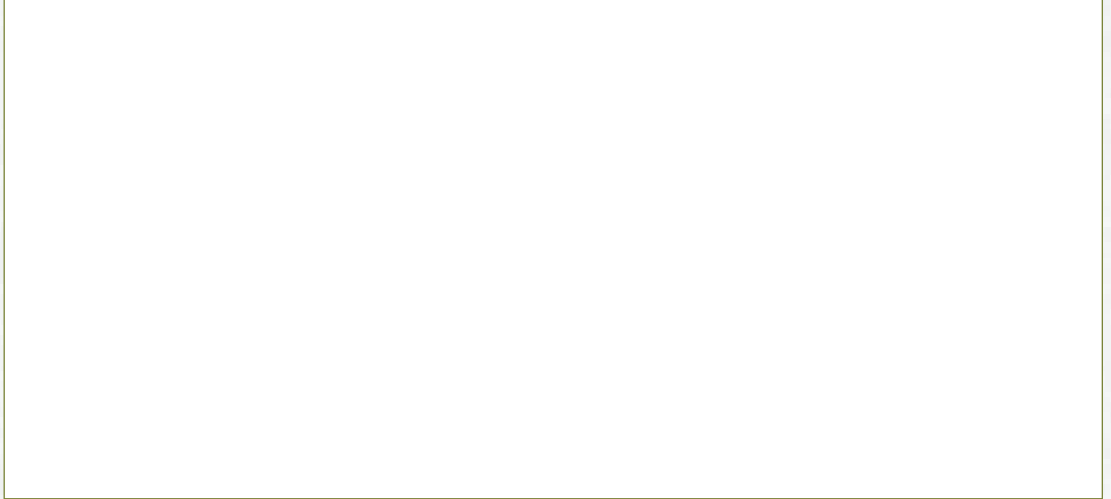
PROJECT TIMELINE

YOUR MUST HAVES

WHERE WILL WE SEE THE FINISHED PIECE?

NOT
SO
FAST

WHAT ELSE?



NOW WE'LL REVIEW, SEND A QUOTE
AND **GET YOUR PROJECT STARTED...**