

**The Creative Brief**

**A complete, descriptive and accurate project brief will assist us in determining exactly what your requirements for the design project are.**

**Company & Contact Details:**

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| Company: | Click here to enter text. |
| Contact Number: | Click here to enter text. |
| E-mail: | Click here to enter text. |

**The Project Summary:** Clear, concise description of project – keep brief.

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**Target Audience:** Who are you trying to attract? Be specific.

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**What is your key messages:** One or two key “thrusts” – those most important to the project’s success?

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**Key Benefits:** What’s in it for the readers?

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**Background/Competitive Positioning:** Briefly discuss the competition, market realities, obstacles, etc.

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**Communication Strategy:** Indicate types of media and any specific elements to be included (logos, key contact information, etc.)

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**Desired Message Tone:** How do you want the message perceived -- creative, innovative, and fun?

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**Project Timeline:**  Indicate major milestones.

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**Anticipated Budget:**

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**Other:**  Add any key information not covered under the above items.

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| Contact person: | Click here to enter text. |
| Position in Company: | Click here to enter text. |
| Date: | Click here to enter a date. |