Creative Brief Template

Company Name and Logo

|  |  |
| --- | --- |
| Project Name | Launch Date |
| Budget | Project Timeline |

Contact Details

|  |  |
| --- | --- |
| Requested by |  |
| Contact Details |  |
| Brand |  |
| Project Manager |  |

Campaign Details

|  |  |
| --- | --- |
| Overview |  |
| Objectives |  |
| Target Audience |  |
| Mandatory Elements |  |
| Key message |  |

Deliverables

|  |
| --- |
| Content, Videos, Design, Other |