

CREATIVE BRIEF

Client Name:

Date:

Project Name:

Account Lead:

The Opportunity

The Objectives

Audience

Passion Points

Key Insights

What do we want the audience to feel or think?

Why should they?

Tone

Mandatories	Deliverables
Key Dates	Budget

GET: (define the target audience)

TO: (what we want them to do/feel)

BY: (main proposition - how are we going to get the target to do what we want them to do)

Client Approval