## Creative Brief

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| **Briefing Date:** |  | | | | | |
| **Project Name:** |  | | | | | |
| **Project Manager:** |  | | | | | |
| **Deadlines:** | **First Draft**: |  | | **Final Artwork**: |  | |
| **PO Number:** |  | | | | | |
| **Budget:** |  | | | | | |
| **Printing required:** | Y/N | | **Quantity Required:** | | |  |

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| **Project Overview** | |
| **Background:** |  |
| **Size / Specifications:** |  |
| **Audience profile:** |  |
| **The Purpose:** What is the purpose of the project? |  |
| **The Feeling:** How do I want my audience to feel when they receive / see this project? |  |
| **Key Message:** Provide all specific details  to include. |  |
| **Imagery desired/  Style references:**  Please attach any previous projects that might be relevant. |  |
| **Mandatories:** Provide guidance on any branding, CTA, URL details that should be included. |  |
| **Additional Details:** |  |

\*\*ends\*\*\*