**STRAIGHTFORWARD CREATIVE BRIEF TEMPLATE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CLIENT** | | | | |  | |
|  | | | | | | |
| **PROJECT NAME** | | | | |  | |
|  | | | | | | |
|  | | | | |  | |
| PLAN AND CATEGORIES |  | | |  | |
| ***Purpose and opportunity.*** | | | | | |
|  | | | | | |
| OBJECTIVE AND DIFFICULTIES | | |
| ***What is the project trying to accomplish?*** | | | | | |
|  | | | | | |
| POSSIBLE AUDIENCE |  | | |  | |
| ***Who are we attempting to contact?*** | | | | | |
|  | | | | | |
| MESSAGE |  | | |  | |
| ***What is the most important concept to remember?*** | | | | | |
|  | | | | | |
| ATTITUDE |  | | |  | |
| ***Tone and mode.*** | | | | | |
|  | | | | | |
| SCHEDULE |  | | |  | |
| ***Projected timeline, important dates, deadlines, etc.*** | | | | | |
|  | | | | | |
| BUDGET |  | | |  | |
|  | | | | | |
| COMPETITION |  | | |  | |
| ***Who are we competing with?*** | | | | | |
|  | | | | | |
|  |  | | |  | |
| PRODUCTS AND FORMAT | |  | |  | |
| ***Specify the primary products that will be made.*** | | | | | |
|  | | | | | |
| COMMENTS |  | | |  | |
|  | | | | | |

[www.teodesign.cloud](http://www.teodesign.cloud) [teodorafrenyo@gmail.com](mailto:teodorafrenyo@gmail.com)