**STRAIGHTFORWARD CREATIVE BRIEF TEMPLATE**

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| --- | --- |
| **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 |  |  |
|   |

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