

## Creative Brief Template

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Client  
Organisation:

Enquiry  
Date:

Contact  
Name:

**Due  
Date:**

Contact  
Email:

Products & Channels:  
 Printing  Display  Advert  Direct Mail  
 Email  Online  Social  Campaign  
 Other:

Contact  
Phone:

**Project Title:**

**Project Overview** - Provide a summary of the background and opportunities for this communication.

**Task** - What is the issue you are trying to solve? What are you trying to accomplish?

**Key Dates** - What dates are important for this communication? eg. launch, meeting, events.

**Consultation** - Who is responsible and needs to be consulted and informed for this communication?

**Budget** - What is the budget guide for this project? How much scope for creativity and finish is available?  
eg. lowest cost, mid-range, deluxe high quality.

**Audience** - *Who are we talking to? How will they receive the message?*

*What are the key demographics of the target? (age, gender, location, occupation, media, motivations)*

Male  Female  M & F  Child  Teen  Adult  Senior  Australia  International

**Insights** - *What we know about the audience. What motivates their decisions? How do they currently feel?*

**The Message** - *Why should they believe the message? eg. reputation, credibility, service levels.*

**Objectives** - *What is this communication aiming to achieve? eg. education, fundraising, sales, PR.*

**Call to Action** - *How will readers connect and respond to this communication? How will they feel and act?*

**Branding** - *Is there an existing style guide to conform to? If so, please supply.*

*If not, please describe the personality, tone of voice, colours and visual styles that are preferred.*

**Examples** - *Do you have examples of similar projects or competitor's communications for reference?*

*If so, please supply.*

**Existing Assets** - *What elements are available for use? eg. logos, images, fonts, final text, previous files.*