**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=10714&utm_source=template-word&utm_medium=content&utm_campaign=client+creative+brief+template-word-10714&lpa=client+creative+brief+template+word+10714)Client Creative Brief Template**

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| CREATIVE OVERVIEW | | |
| PROJECT TITLE | | |
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| CLIENT NAME | | |
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| CONTACT INFO | | |
| POINT OF CONTACT NAME | EMAIL ADDRESS | PHONE |
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| MAILING ADDRESS |  |  |
|  | | |
| BUDGET Detailed financial projections | | |
| AMOUNT | | |
|  | | |
| FINANCE SOURCES | | |
|  | | |
| NOTES | | |
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| PROJECT OVERVIEW Project summary, research sources, and findings | | |
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| PROJECT OBJECTIVES Detailed goals, desired outcomes, and measurable objectives | | |
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| MARKETING GUIDELINES Detailed approval process for all pieces, style guides, and links to existing branding standards |
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| MARKETING MATERIALS Describe the pieces required, along with the strategic reach and the desired outcome |
| COPY – Taglines, slogans, body copy requirements |
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| PRINT ADS – List any printed materials |
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| DISPLAY ADS – List type of advertisement and length of time required |
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| SIGNAGE / BANNERS – List items needed and deadlines |
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| EVENT / PROMO PIECES – List items needed and deadlines |
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| WEBSITE – Describe web requirements |
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| SOCIAL MEDIA – List platforms, manpower, and desired outcome |
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| OTHER – Detail needed materials and deadlines |
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| TARGET AUDIENCE Describe desired audience: The who, what, when, and where of the target customer base |
| PRIMARY DEMOGRAPHIC |
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| SECONDARY DEMOGRAPHIC |
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| CALL TO ACTION Detail the desired reaction of the target audience |
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| CAMPAIGN LOOK AND FEEL Describe the desired style of the campaign |
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| CAMPAIGN MESSAGE Define key benefits of product and describe its value and desired target audience take away |
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| COMPETITIVE ANALYSIS |
| Describe competitors, their campaign messages, research findings, and supporting information - list any attachments |
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| IMAGE REQUIREMENTS List needed imagery and projected sources |
| GRAPHICS |
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| PHOTOGRAPHY |
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| MULTIMEDIA |
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| SCHEDULE | |
| SCHEDULE OVERVIEW | |
|  | |
| DETAILED PROJECTED TIMELINE | |
| DESCRIPTION | DATE |
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| IMPORTANT MILESTONES / DEADLINES | |
| DESCRIPTION | DATE |
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| OTHER Include any other critical information |
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| COMMENTS AND APPROVAL | | |
| POINT OF CONTACT NAME | EMAIL ADDRESS | PHONE |
|  |  |  |
| CLIENT COMMENTS | | |
|  | | |
| APPROVAL | | |
|  |  |  |
| SIGNATURE | NAME AND TITLE | DATE |

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