**Client Creative Brief Template**

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| CREATIVE OVERVIEW |
| PROJECT TITLE |
|   |
| CLIENT NAME |
|   |
| CONTACT INFO |
| POINT OF CONTACT NAME | EMAIL ADDRESS | PHONE |
|   |   |   |
| MAILING ADDRESS |  |  |
|   |
| BUDGET Detailed financial projections |
| AMOUNT |
|   |
| FINANCE SOURCES |
|   |
| NOTES |
|   |
| 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 |
|   |
| PRINT ADS – List any printed materials |
|   |
| DISPLAY ADS – List type of advertisement and length of time required |
|   |
| SIGNAGE / BANNERS – List items needed and deadlines |
|   |
| EVENT / PROMO PIECES – List items needed and deadlines |
|   |
| WEBSITE – Describe web requirements |
|   |
| SOCIAL MEDIA – List platforms, manpower, and desired outcome |
|   |
| 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 |
|   |
| SECONDARY DEMOGRAPHIC |
|   |
| CALL TO ACTION Detail the desired reaction of the target audience |
|   |
| 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 |
|   |
| PHOTOGRAPHY |
|   |
| 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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