



Cliff Quicksell & Associates
Education ♦ Training ♦ Consulting

Try to keep Creative Brief to no more than two pages.

<Company> Creative Brief

Client Organization: _____ **Contact:** _____

Client Phone: _____ **Fax:** _____ **Email:** _____

Client Address: _____
Street City State Zip Code

Project Summary: *Clear, concise description of project – keep brief.*

Target Audience: *Who are you trying to attract? Be specific.*

Key Messages: *One or two key “thrusts” – those most important to the project’s success.*

Key Benefits: *What’s in it for the audience?*

Background/Competitive Positioning: *Briefly discuss the competition, market realities, obstacles, etc.*

Communication Strategy: *Indicate types of media and any specific elements to be included (logos, key contact information, etc.)*

Desired Message Tone: *How do you want the message perceived -- creative, innovative, fun?*

Project Timeline: *Indicate major milestones.*

Anticipated Budget:

Other: *Add any key information not covered under the above items.*

Prepared by: _____

Date:

Approved by:

Client's Signature: _____

Client's Title: _____

Date: _____