

CREATIVE BRIEF

The creative brief will help you explore and articulate your challenges, goals and objectives for your project or campaign and will give us a more complete picture of the scope of your needs and deliverables. Please write in detail, but provide big picture answers for our consultation.

CAMPAIGN/PROJECT NAME

CAMPAIGN/PROJECT TIMELINE

PROJECT/CAMPAIGN OVERVIEW

1. What are the primary objectives of the campaign? What problems are we trying to solve?
2. What are you already doing to pursue these objectives?
3. What are the primary stakeholders with whom we will be working?
- 4.

