**Creative Brief Template**

**Project Title: Creative Review Date:**

**Today’s Date: Launch Date:**

**Objectives:**

1. **To whom are we communicating? What do we know about them?**
2. **What is the ONE main thing we want this audience to do?**
3. **What is the benefit for the audience if they do this? (What's in it for them?)**
4. **Are there any secondary actions we would like members of this audience to take?**
5. **What are the business objectives this project was designed to meet? What are the measurements?**
6. **What tone should this project have? (Choose those that apply)  
   urgent excited educational**

**friendly promotional sincere**

**business-like serious other:\_\_\_\_\_\_\_\_\_\_\_**

**fun straightforward**

**Tactics:**

1. **What are the deliverables? (Choose those that apply)**

**email**

**landing page**

**site page**

**dhtml**

**confirmation page**

**banner ad**

**print collateral**

**other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**7a. What sizes do you need?**

**7b. Do you want to test multiple versions? If so, how many?**

1. **Are there any mandatory elements/functional requirements/functional considerations?**
2. **Have we done something similar before? What was the outcome? (Please include screenshots)**
3. **Have our competitors done anything similar? (Please include screenshots)**