

BRAND CREATIVE BRIEF TEMPLATE

Try Smartsheet for FREE

CLIENT

PROJECT NAME

BRAND

PRODUCT

DATE

AUTHOR

PURPOSE | *Why?*

OPPORTUNITY | *Ultimate impact?*

ELEMENTS

<i>What are the fundamental components of the project?</i>	

OBJECTIVE

<i>What does the project work to achieve?</i>

TARGET AUDIENCE

PROJECT TARGET <i>Who are we trying to reach?</i>

BRAND TARGET | *Who does the brand speak to?*

ATTITUDE

PROJECT TONE | *What traits are we trying to convey?*

BRAND PERSONALITY | *What characteristics define the brand?*

MESSAGE

THE TAKEAWAY | *What is the key idea to be remembered?*

TAGLINE | *prepared copy, key words, or theme*

FURTHERMORE

Include any additional critical information.

COMMENTS AND APPROVAL

COMMENTS

DATE

SIGNATURE

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.