**[](https://www.smartsheet.com/try-it?trp=11988&utm_source=template-word&utm_medium=content&utm_campaign=Client+Creative+Brief-word-11988&lpa=Client+Creative+Brief+word+11988)CLIENT CREATIVE BRIEF   
TEMPLATE**

CREATIVE BRIEF

|  |  |
| --- | --- |
| PROJECT  TITLE |  |
| CLIENT NAME |  |

PROJECT OVERVIEW

This section includes your project summary, research sources, and findings.

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| --- |
|  |

Budget

|  |  |
| --- | --- |
| AMOUNT |  |

PROJECT OBJECTIVES

This section includes descriptions of your goals, desired outcomes, and measurable objectives.

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|  |

MARKETING GUIDELINES

This section includes your approval process for all pieces, style guides, and links to existing branding standards.

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|  |

MARKETING MATERIALS

Describe the pieces required, the strategic reach, and the desired outcome.

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| --- | --- |
| ELEMENT |  |
| COPY |  |
| PRINT ADS |  |
| DISPLAY ADS |  |
| WEB BANNERS |  |
| WEBSITE |  |
| SOCIAL MEDIA |  |

TIMELINE

|  |  |
| --- | --- |
| DATE | MILESTONE |
|  |  |
|  |  |
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TARGET AUDIENCE

Describe the desired audience: The who, what, when, and where of the target customer base.

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| --- | --- |
| PRIMARY DEMOGRAPHIC |  |
| SECONDARY DEMOGRAPHIC |  |

CALL TO ACTION

Detail the desired reaction of the target audience.

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|  |

CAMPAIGN LOOK AND FEEL

Describe the desired style of the campaign.

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CAMPAIGN MESSAGE

Define the key benefits of the product; describe its value and the desired target audience takeaway.

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COMPETITIVE ANALYSIS

Describe your competitors’ campaign messages, research findings, and supporting information. List any attachments.

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|  |

comments and approval

|  |  |
| --- | --- |
| COMMENTS |  |

|  |  |  |  |
| --- | --- | --- | --- |
| APPROVAL | NAME | SIGNATURE | DATE |
|  |  |  |

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| --- |
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