**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=10714&utm_source=template-word&utm_medium=content&utm_campaign=simple+creative+request+form+template-word-10714&lpa=simple+creative+request+form+template+word+10714)SIMPLE CREATIVE BRIEF TEMPLATE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CLIENT** | | | | |  | |
|  | | | | | | |
| **PROJECT NAME** | | | | |  | |
|  | | | | | | |
|  | | | | |  | |
| *Client contact name Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3* | | | | | *Your company contact name Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3* | |
| PROJECT AND CATEGORY |  | | |  | |
| ***Purpose and opportunity.*** | | | | | |
|  | | | | | |
| OBJECTIVE AND CHALLENGES | | |
| ***What does the project work to achieve?*** | | | | | |
|  | | | | | |
| TARGET AUDIENCE |  | | |  | |
| ***Who are we trying to reach?*** | | | | | |
|  | | | | | |
| MESSAGE |  | | |  | |
| ***What is the key idea to be remembered?*** | | | | | |
|  | | | | | |
| ATTITUDE |  | | |  | |
| ***Style and tone.*** | | | | | |
|  | | | | | |
| SCHEDULE |  | | |  | |
| ***Projected timeline, important dates, deadlines, etc.*** | | | | | |
|  | | | | | |
| BUDGET |  | | |  | |
|  | | | | | |
| COMPETITION |  | | |  | |
| ***Who are we going up against?*** | | | | | |
|  | | | | | |
|  |  | | |  | |
| DELIVERABLES AND FORMAT | |  | |  | |
| ***Describe key pieces to be produced.*** | | | | | |
|  | | | | | |
| COMMENTS |  | | |  | |
|  | | | | | |

|  |
| --- |
| **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. |