

Creative Brief

(Private and Confidential- For Client Approval)
Email form to bess@besshmarketing.com

Project Details	
Project Name:	
Client Name:	
Contact Persons:	
Email Address:	
Phone Number:	
Mailing Address:	

Overview
Project Overview Briefly describe the project background and its purpose
Objectives and Outcomes What is the purpose of the project?

Audience
Target Audience Describe the target audience for the campaign - for the brand as well as the specipc project

Voice & Tone
Brand Describe the brand voice and personality

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Key Messages

Themes, Keywords, Taglines

Describes the keywords, taglines, slogans, and other messages associated with the brand and the project

Call to Action

Describe the call to action or key takeaways for the project

Timeline

Describe the project's timeline and expected schedule

Other Details + Comments

Include any other details necessary for the project

Date:

Signature: