

Creative Advertising Brief

Project Overview

Project Name

Client / Brand

Date

Background & Objectives

Background / Context

Business Objectives

Communication Objectives

Target Audience

Demographics / Insights

Key Message

Single Most Important Message

Mandatories

Inclusions (logos, taglines, etc.)

Exclusions / No-go Areas

Tone & Style

Deliverables

Timeline & Budget

Key Dates / Deadlines

Budget Range

Approval & Contacts

Decision Maker(s)

Agency/Team Contact