

Advertising Project Creative Brief

Project Overview

Provide a brief description of the project.

Background & Objectives

Explain the background and what you hope to achieve.

Target Audience

Who are we trying to reach?

Key Message

What is the single most important thing to communicate?

Deliverables

- E.g. Banner ad 300x250px
 - E.g. 30-second video
 - E.g. Social media post
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Timeline

Project deadlines and milestones.

Budget

Estimate or approved amount.

Approvals

