

Nonprofit Advertising Project Creative Brief

Project Overview

Project Name

Project Description

Contact Person

Contact Email

Deadline

Objectives

What are the primary goals of this advertising project?

Target Audience

Describe the intended audience.

Key Messages

What are the main messages to communicate?

Deliverables

List required advertising materials (e.g. flyers, social posts).

Creative Direction

Tone, style, inspiration, and any required branding or logos.

Budget & Resources

Budget and available resources (if any):

Additional Notes

Anything else we should know?