

Creative Brief



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Project name:

Client/Business Unit:

Contact details:

1. Background:

A brief introduction to your project.

2. Target audience:

Define who you're communicating to.

3. Campaign objective:

What would you like your audience to think, feel or do?

4. Single minded proposition:

What is the one main message you would like to deliver to your target audience?

5. Communication channels:

Through which channel/s will you be communicating your message? In selecting channels, consider the description of your target audience ie: their level of access to technology at their work site.

6. Deliverables:

Once you've selected your communication channels, define the materials you'll require, e.g. 500 x A3 colour posters or a PPT template.

7. Budget:

What is your budget for design and printed materials for this campaign?

8. Deadline:

1. When can you select the concept?
2. When do you need the final materials?