



Creative brief

Client		Date of Brief	
Agency Contact		Deadline	
PO/Req. Number		Budget	
Project Title		Project Number	

Client Background:			
Objectives: (what engagement do we want to achieve?)			
How will we measure the results?			
Target audience: (customer profile – demographics, attitudes, lifestyle etc)			
Single minded proposition: (what do we want the audience to believe?)			
Support for the proposition: (3 key reasons)			
What is required to be done?			
Tone of voice: (friendly, sophisticated, contemporary etc)			
Mandatory inclusions: (Logo's, phone numbers, address details etc.)			
Timing of Creative Work:		Concept Presentation	
Please make sure you attach all supporting research & strategic information			



Asset brief

Client		Date of Brief	
Agency Contact		Deadline	
PO/Req. Number		Budget	
Project Title		Project Number	

Assets required:	Message:	Output:	Notes

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Single minded proposition: (what do we want the audience to believe?)

Output Suppliers

Timing of Creative Work:		Presentation time & date	
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Please make sure you attach all supporting research & strategic information
