**ADVERTISING CREATIVE
BRIEF TEMPLATE**

|  |  |
| --- | --- |
| PROJECT NAME |  |
| BRAND |  |
| PRODUCT |  |

project

|  |  |
| --- | --- |
| PURPOSEWhy? |  |
| OPPORTUNITYUltimate impact? |  |

ELEMENTS

What are the fundamental components of the project?

|  |  |
| --- | --- |
| COMPONENT | TIME FRAME |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

OBJECTIVE

What does the project work to achieve?

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| --- |
|  |

TARGET AUDIENCE

|  |  |
| --- | --- |
| PROJECT TARGETWho are we trying to reach? |  |
| BRAND TARGETWho does the brand speak to? |  |

ATTITUDE

|  |  |
| --- | --- |
| PROJECT TONEWhat traits are we trying to convey? |  |
| BRAND PERSONALITYWhat characteristics define the brand? |  |

message

|  |  |
| --- | --- |
| THE TAKEAWAYWhat is the key idea to be remembered? |  |

comments and approval

|  |  |
| --- | --- |
| COMMENTS |  |

|  |  |  |  |
| --- | --- | --- | --- |
| APPROVAL | NAME | SIGNATURE | DATE |
|  |  |  |

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| --- |
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